



DEPARTMENT OF THE NAVY
NAVY RECRUITING COMMAND
5722 INTEGRITY DR.
MILLINGTON, TN 38054-5057

COMNAVCRUITCOMINST 5400.2E
OO2SD
9 JUN 2003

COMNAVCRUITCOM INSTRUCTION 5400.2E

From: Commander, Navy Recruiting Command

Subj: STANDARD OPERATING PROCEDURES MANUAL

Encl: (1) Standard Operating Procedures Manual (SOPMAN)

1. Purpose. To provide updated and revised management guidance and standard operating procedures for Navy recruiting field activities.

2. Cancellation. COMNAVCRUITCOMINST 5400.2D. This is a complete revision and should be read in its entirety. Marginal notations have been omitted.

3. Scope. The contents of enclosure (1) are directed at Navy Recruiting Region and Navy Recruiting District levels to standardize recruiting operations where feasible. Programs and procedures outlined in this manual are those required by COMNAVCRUITCOM or higher authority. The guidance contained herein is not intended to eliminate or duplicate directives issued by other competent authority. However, it is intended to complement and provide procedural guidance on any Navy-wide programs, regardless of controlling authority, which affect the recruiting mission.

4. Punitive Effect. This manual is a regulatory general order and applies to all personnel within the Navy Recruiting Command without further implementation. A violation of these provisions is punishable under the Uniform Code of Military Justice for military personnel and is the basis for appropriate disciplinary action with respect to civilian employees.

5. Action

a. Distribution of the SOPMAN at the NAVCRUITDIST level will be made as follows: Commanding Officer, Executive Officer, Chief Administrator, Chief Recruiter, Officer Programs Officer, Enlisted Programs Officer, Education Specialist, Public Affairs Officer, Logistics Support Officer, LEADS Tracking Center Supervisor, RDAC Chairman, and one copy to each Zone Supervisor.

9 JUN 2003

b. Policies, programs or procedures contained in this manual that contradict any other directives shall be brought to the attention of COMNAVCRUITCOM 002SD. Recommendation for changes may be sent to COMNAVCRUITCOM 002SD.

6. Reports. Reporting requirements are contained on page x.

/s/

G. E. VOELKER

Distribution:

COMNAVCRUITCOMINST 5216.2U

I (A, D, E, & J)

IIA

IIIA

Navy Recruiting Command

Standard Operating Procedures

Manual



COMNAVCRUITCOM INSTRUCTION 5400.2E

9 June 2003

Commander, Navy Recruiting Command
5722 Integrity Drive
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1. The following is a list of COMNAVCRUITCOM reporting requirements required by this directive and the articles where they are located.

<u>Title</u>	<u>Report Symbol</u>	<u>Location</u>	<u>Expiration Date</u>
<u>Report of Status Upon Change of Command</u>	NAVCRUIT 1400-1	Article 1201(f)	January 2010
<u>Confidential Financial Disclosure Report (Entrant Report)</u>	Exempt from Reports Control	Article 1213.c.	None
<u>Confidential Financial Disclosure Report</u>	Exempt from Reports Control	Article 1213.c.	None
<u>Gifts of Travel and Related Expenses from Non-Federal Sources in Excess of \$250</u>	Exempt from Reports Control	Article 1213.e.	None
<u>Media Outlets Contacted</u>	NAVCRUIT 1140-4	Article 3305.b(8)	January 2010
<u>AIS Security Incident Report</u>	NAVCRUIT 5239-2	Article 6603.	January 2010
<u>Region Report of No Cost/ Permissive Moves</u>	NAVCRUIT 4050-1	Article 1506.c.(1) and (4)	July 2010

Common Recruiting Terms,
Acronyms and Abbreviations

A

"A" Cell	Upper Mental Group, High School Diploma Graduate
ACDU	Active Duty
ACES	Aviation Certification Examination Screening
ACR	Assistant Chief Recruiter
ACT	American College Test
ADCO	Advertising Coordinator
ADDOCS	Advance Documents
ADSO	Advertising Systems Officer
AECF	Advanced Electronics Computer Field
AEF	Advanced Electronics Field
AFQT	Armed Forces Qualification Test
AIS	Automated Information Systems
AMCAS	American Medical College Admissions Screening
AMDO	Aviation Maintenance Duty Officer
ANTHROS	Anthropometrical Measurements
AQR	Academic Qualification Test (Part of the ASTB)
AR GOAL	Part of the PRIDE System
ASTB	Aviation Selection Test Battery
ASVAB	Armed Services Vocational Aptitude Battery
ATF	Advanced Technical Field

B

BCNR	Board for Correction of Naval Records
BDCP	Baccalaureate Degree Completion Program
BEERS	Basic Enlistment Eligibility Requirements
BI	Background Investigation
BLUE & GOLD OFFICER	Reserve Officer (Assists in Recruiting for the Naval Academy)
BOOST	Broadened Opportunity for Officer Selection and Training
BOY	Beginning of Year
BPOR	Basic Principles of Officer Recruiting
BQ	Background Questionnaire
BRC	Business Reply Card
BVE	Binocular Visual Efficiency

Common Recruiting Terms,
Acronyms and Abbreviations
Continued

C

CA	Chief Administrator
CCB	Configuration Control Board
CEC	Civil Engineer Corps
CEU	Continuing Education Units
CLO	Campus Liaison Officer
CMO	Chief Medical Officer
CM	Collateral Materials Card
CMP	Collateral Materials Program
CNGREC	Change Record (Change a record in the PORT System)
CNRRC	Commander, Navy Reserve Recruiting Command
COI	Center of Influence
COMDOCS	Commissioning Documents
COMNAVCRUITCOM	Commander, Navy Recruiting Command
CONSUBPAY	Continuous Submarine Pay
CR	Chief Recruiter
CRF	Career Recruiter Force
CRFHR	Career Recruiter Force Hometown Recruiter
CV	Curriculum Vitae

D

DA	Direct Appointment
DAA	Designed Approving Authority
DAT	Drug and Alcohol Test
DBM	Dominant Buying Motive
DC	Dental Corps
DDD	Direct Deposit DEP
DEF	Delayed Enlistment Full Kit Waiver
DEM	Delayed Enlistment Medical
DEP	Delayed Enlistment Program
DER	Direct Enlistment Reservation
DET	Delayed Entry into Training
DLAB	Defense Language Aptitude Battery
DLPT	Defense Language Proficiency Test
DMC/MECH	Defense Megacenters, Mechanicsburg
DNR	Dedicated Nuclear Recruiter
DoDMERB	Department of Defense Medical Examination Review Board
DOR	Drop on Request or Date of Rank
DPEP	Direct Procurement Enlistment Program

Common Recruiting Terms,
Acronyms and Abbreviations
Continued

DPSR	Data Processing Services Request
DST	DEP Slope Target

E

EB	Enlistment Bonus
ECM	Enlisted Community Manager
ESS	Education Services Specialist
EOT	Engineer in Training
ENRO	Enlisted Navy Recruiting Orientation
ENTNAC	Entrance National Agency Check
EOV	Educator Orientation Visit
EOY	End of Year
EPA	Enlisted Processing Assistant
EPDS	Enlisted Processing Division Supervisor
EPO	Enlisted Programs Officer
EPSQ	Electronic Personnel Security Questionnaire
ERPMS	Enlisted Recruiting Production Management System
ESS	Education Services Specialist

F

FAP	Financial Assistance Program
FMAM	February, March, April, May
FOBI	Flight Officer Biographical Inventory (Part of ASTB)
FOFAR	Flight Aptitude Rating (Part of ASTB)

G

GED	General Education Development
GENDET	General Detail (Undesignated Seamen, Airmen, Firemen)
GME	Graduate Medical Education
GOF	General Officer
GOP	General Officer Program
GPA	Grade Point Average
GPR	General Practice Residency
GRASP	Geographical Recruiting and SOAR Program

Common Recruiting Terms,
Acronyms and Abbreviations
Continued

H

HARP	Hometown Area Recruiting Program
HCA	Health Care Administrator
HP3	High Predictor Profile
HPSP	Health Professions Scholarship Program
HSCP	Health Services Collegiate Program
HSDG	High School Diploma Graduate
HSG	High School Graduate
HYT	High Year Tenure

I

IMP	Information Management Plans
INS	Immigration and Naturalization Service
INTERN	Person engaged in first year of medical education after medical school.
IRR	Individual Ready Reserve
ISSM	Information Systems Security Manager
IT	Information Technology
IAVA	Information Assurance Vulnerability Alert

J

JOBS	Jobs Orientation Basic Skills
JRAAC	Joint Recruiting Advertising Committee
JRAP	Joint Recruiting Advertising Program

L

LAMS	Local Advertising Management Section
LAN	Local Area Network
LEADS	Local Effective Accession Delivery System
LPT	Lead Production Teams
LRP	Loan Repayment Program
LSAT	Law School Admission Test
LSM	Logistics Support Manual
LSO	Logistics Support Officer
LTCS	LEAD Tracking Center Supervisor

Common Recruiting Terms,
Acronyms and Abbreviations
Continued

M

MAQ	Maximum Allowable Quantity
MCAT	Medical College Admission Test
MC	Medical Corps
MCT	Mechanical Comprehension Test
MEDIVP	Medical Very Important Person Visit
MEPS	Military Entrance Processing Station
MEPCOM	Military Entrance Processing Command
MFR	Music for Recruiting
MGIB	Montgomery G.I. Bill
MLPO	MEPS Liaison Petty Officer
MOV	Medical Orientation Visit
MSC	Medical Service Corps
MSLO	Medical School Liaison Officer
MSPO	Medical Support Petty Officer
MSO	Military Service Obligation

N

NACLC	National Agency Check/Local Agency Check/Credit Check
NALTS	National Advertising Leads Tracking System
NAMI	Naval Aerospace Medical Institute
NASC	Naval Aviation Schools Command
NAVCRUIT	Navy Recruiting
NAVET	Navy Veteran
NAVY-CASH	College Assistance/Student Headstart Program
NBQ	Not B.E.E.R.S. Qualified
NEC	Navy Enlisted Code
NETCOM	New Enlistment Contracts Report
NCF	Navy College Fund
NCO	New Contract Objective
NC	Nurse Corps
NCP	Nurse Candidate Program
NCR	National Chief Recruiter
NEWREC	New Record (Create a new record in PORT system)
NF	Nuclear Field Program
NFOC	Naval Flight Officer Candidate

Common Recruiting Terms,
Acronyms and Abbreviations
Continued

NFQT	Nuclear Field Qualification Test
NOIC	Navy Opportunity Information Center
NORS	Navy Officer Recruiting Station
NAVCRUITCOM ORIENT UNIT (NORU)	Navy Recruiting Orientation Unit
NP	Non-Pay
NPQ	Not Physically Qualified
NPS	Non-Prior Service
NPT	Navy Parachute Team
NRAMS	Navy Recruiting Accession Management System
NAVCRUITDIST (NRD)	Navy Recruiting District
NRLA	Navy Recruiting Leadership Academy
NROTC	Naval Reserve Officer Training Corps
NRR	Navy Recruiting Region
NRS	Navy Recruiting Station
NSHS	Naval School of Health Sciences
NSI	Naval Science Institute or Naval Science Instructor
NTO	Nuclear Trained Officer
NTT	National Training Team
NUPOC	Nuclear Propulsion Officer Candidate

O

OAR	Officer Aptitude Rating
OAT	Optometry Admissions Test
OC	Officer Candidate
OCARS	Officer Candidate Accounting and Reporting System
OCS	Officer Candidate School
OCSN	Officer Candidate, Seaman E3
OCUI2	Officer Candidate Under Instruction, Second Class
OHARP	Officer Hometown Area Recruiting Program
OIS	Officer Indoctrination School
OPA	Officer Processing Assistant
OPDS	Officer Processing Department Supervisor
OPE	Out of Pocket Expense
OPINS	Officer Personnel Information System
OPO	Officer Programs Officer
OPQC	Officer Processing Quality Control
OR	Officer Recruiter

Common Recruiting Terms,
Acronyms and Abbreviations
Continued

ORPMS	Officer Recruiting Production Management System
OSVET	Other Service Veteran
OTOOLS	Officer Recruiting Tools

P

PA	Program Authorization
PAO	Public Affairs Officer
PBI	Pilot Biographical Inventory (Part of ASTB)
PCS	Permanent Change of Station
PDC	Personally Developed Contract
PDS	Permanent Duty Station
PCN	PRIDE Control Number
PFAR	Pilot Flight Aptitude Rating (Part of ASTB)
PMA	Positive Mental Attitude
PMR	Permanent Medical Rejection
PNS	Professors of Naval Science
POC	Point of Contact
POPO	Prospective Officer Programs Officer
PORTNEWS	Technical Information on PORT Matters
PORTS	Personalized Officer Recruiting and Tracking System
PQ	Physically Qualified
PQS	Personnel Qualification Standards
PRC	Police Records Check
PRD	Projected Rotation Date
PRIDE	Personalized Recruiting for Immediate and Delayed Enlistment
PRISE III PROGRAM	NAVETs discharged to over manned ratings reenlist with a guaranteed "A" school in a critical rating.
PRN	Physicians Recruiting for the Navy
PROMO	Promotional Item
PROREP	Production Report - PORT Program
PTO	Part Time Office
PSA	Public Service Advertising or Public Service Announcement
PSD	Personnel Support Detachment
PSLO	Professional School Liaison Officer

Common Recruiting Terms,
Acronyms and Abbreviations
Continued

Q

QMA	Qualified Male Applicant
QNE	Qualified Not Enlisted
QNI	Qualified Not Interested

R

RAD	Recruiting Aid Device
RAF	Recruiting Assignment Factor
RBJ	Rejected, Reevaluation Believed Justified
RCAP	Recruiter Command Advancement Program
RCS	Report Control Symbol
RDAC	Recruiting District Assistance Council
RDS	Recruiting Data System
REPORT	Daily Transaction/Exception Reports - PORT Program
RRT	Recruiter Refresher Training
REPORT	Daily Transaction/Exception Reports - PORT Program
RINC	Recruiter-in-Charge
RIS	Recruiting Incentive System
ROMO	Recruiting Officer Management Orientation
ROTC	Reserve Officer Training Corps
ROY	Recruiter of the Year
RQS	Recruiter Qualification Standards
RRA	Ready Reserve Agreement
RTC	Recruit Training Center
RTO	Rejected to Obligate
R-TOOLS	Recruiting Tools
RQAT	Recruit Quality Assurance Team

S

SAM	Sea and Air Mariner
SAT	Scholastic Aptitude Test
SATO	Scheduled Airline Ticket Office
SBI	Special Background Investigation
SCII	Strong Campbell Interest Inventory
SDA PAY	Special Duty Assignment Pay
SECF	Submarine Electronics/Computer Field
SEEREC	See Record - See a Record in the PORT Program

Common Recruiting Terms,
Acronyms and Abbreviations
Continued

SELRES	Selected Reserve
SEMINAR	Senior Minority Assistance to Recruiting
SOAR	School of Area Responsibility
SOI	Sphere of Influence
SRB	Selective Reenlistment Bonus
SSN	Social Security Number
STASS-RTM	Standard Training Activity Support System - Recruit Training Management
STEAM	Standardized Territory Evaluation and Analysis for Management
STO	Standard Transfer Order
SYSAD	System Administrator

T

TAR	Training and Administration of Reserves
TCU	Test Category Upper
TDRL	Temporary Disability Retirement List
TFMMS	Total Force Manpower Management System
TMMCA	Total Force Manpower Management System Micro Management Change Application
TMR	Temporary Military Report
TSC	Test Score Category

U

UIC	Unit Identification Code
UPDATE	Update a Record in the PORT System
USMMA	U.S. Merchant Marine Academy
USNA	U.S. Naval Academy

W

WF	Work Force
WG	Working Group

Z

ZS	Zone Supervisor
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CHAPTER ONE
ADMINISTRATION AND PERSONNEL

SECTION ONE
PERSONNEL

1101. GENERAL. This section covers general information on military and civilian personnel assigned to the Navy Recruiting Command and includes information on fitness reports, performance evaluations and training for civilian personnel.

1102. SPECIAL DUTY ASSIGNMENT PAY (SDA PAY). SDA pay is a monthly amount of pay in addition to any pay and allowance to which a member is otherwise entitled. Eligibility criteria and award level entitlements are disseminated via NAVADMIN. Commanding Officers will review and certify eligible personnel at their command quarterly (retain on location) with a verification sent annually to the servicing PSD. Commanding Officers must ensure strict compliance with all SDA Pay policies.

1103. NAVY RECRUITING COMMAND ORIENTATION UNIT (NAVCRUITCOM ORIENT UNIT) SCREENING. Refer to MILPERSMAN 1306-964.

1104. NAVCRUITCOM ORIENT UNIT REASSIGNMENT PROCEDURES FOR STUDENT ATTRITES

a. Officers. Officers attending NAVCRUITCOM ORIENT UNIT must be screened for recruiting duty. The Commanding Officer, NAVCRUITCOM ORIENT UNIT must identify to Commander, Navy Recruiting Command (COMNAVCRUITCOM), in a timely manner, officers who do not appear to have the requisite qualities for recruiting duty. Officers who appear to be in this category must be counseled and warned in writing that such a recommendation is being considered. The officer concerned should acknowledge this warning in writing. Continued poor performance results in a recommendation for a change of assignment.

b. Enlisted. NAVCRUITCOM ORIENT UNIT must screen prospective enlisted recruiters while attending NAVCRUITCOM ORIENT UNIT and request an immediate transfer for those personnel who are considered unsuitable for recruiting duty. A board appointed by the Commanding Officer, to determine the individual's potential to serve successfully as a recruiter, must interview prospective recruiters who are considered marginal. The Commanding Officer, NAVCRUITCOM ORIENT UNIT is authorized direct liaison with the Bureau of Naval Personnel (BUPERS) to expedite transfer of individuals found not qualified for recruiting duty. It is mandatory that a thorough evaluation of each Petty Officer/Chief Petty Officer assigned to

recruiting duty be completed during their attendance at NAVCRUITCOM ORIENT UNIT. Requests for reassignment based upon these evaluations must identify and present the needed information upon which BUPERS can initiate order modification.

1105. OFFICER FITNESS REPORTS. Procedures for completing and submitting reports on the fitness of officers are contained in BUPERSINST 1610.10.

1106. ENLISTED PERFORMANCE EVALUATIONS

a. Enlisted performance evaluation reports must be submitted per BUPERSINST 1610.10; however, the following exception, approved by CNP on 16 July 2000, applies:

(1) All Production Recruiters with NEC 9585 may receive a NOB evaluation for their first six months of recruiting duty. This gives the recruiter the opportunity to fully demonstrate the ability to recruit and succeed before their performance is formally evaluated.

(2) It is also recommended that Production Recruiters who contribute greatly to the overall success of Navy Recruiting be given an observed performance evaluation for their first six months of recruiting duty.

b. The following narrative must be used in the NOB evaluation:

"Recruiting is extraordinarily fast-paced, high-pressure, independent duty outside of member's normal career path. This assignment involves a rigorous and lengthy training pipeline, which includes five weeks of formal training and six months duty under instruction to qualify as a production recruiter. Due to this lengthy qualification process, recruiters will not normally receive an observed performance evaluation for their first 180 days onboard. Refer to observed evaluations from previous assignments to evaluate member's potential for advancement and/or application for special programs."

1107. DEDICATED STUDY TIME FOR NAVY-WIDE ADVANCEMENT EXAMINATION CANDIDATES. All Navy Recruiting Command activities must establish a dedicated period of time for study prior to each Navy-wide advancement examination for every petty officer that is not working in their rating and is eligible to take an advancement examination.

a. E5 and E6 candidates must be permitted one study day per week for six consecutive weeks, or equivalent, commencing the first week in January for the March examination and the first week in July for the September examination.

b. E7 candidates must be authorized one study day per week for six consecutive weeks, or equivalent, commencing in October for the January examination. This schedule permits candidates to study prior to the holiday leave period.

1108. CIVILIAN PERSONNEL MANAGEMENT. Personnel management includes the attraction, selection, motivation, leadership, understanding, and utilization of people as individual employees and as members of a work group in accomplishing the mission for which the activity is responsible. Regulations governing civilian personnel management are contained in the Code of Federal Regulations (CFR), Title 5 Parts 1 to 699, Office of Civilian Personnel Management (OCPM), Human Resource Office-New Orleans (HRO-NO) and instructions published by Commander, Navy Recruiting Command.

a. Activity Head Responsibilities. Whether assigned directly by higher authority or delegated by the Office of Personnel Management (OPM), a clear and ultimate responsibility for adherence to and support of public personnel policy rests with the activity head. In turn, as a practical matter, they must assign appropriate personnel management responsibilities to managers and supervisors at all levels of the activity.

(1) Manager/Supervisor Responsibilities. The primary responsibility for the application of policies and procedures governing civilian employees resides with the manager (usually the department head) responsible for the successful accomplishment of the activity mission. In carrying out this responsibility, the manager must recognize the role of the Director, Civilian Human Resources Liaison Division (N12) and the Director, Human Resources, Memphis Field Office and fully utilize their expertise in all aspects of personnel management. The first line supervisor generally has the most important personnel management responsibility - the critically important person-to-person relationships that occur at the work site. These relationships decisively affect employee morale and productivity, either positively or negatively. Only the supervisor, by their skill in communications, leadership, motivation, evaluation of performance, and human relations can make the top manager's decisions effective at the working level.

(2) Human Resources Office (HRO) Responsibilities. The Director, Human Resources Office, Memphis Field Office provides advice and assistance to the Position Management Officer (N12), activity department heads, Commanders, and supervisors in carrying out personnel management responsibilities. The Director, either personally, or through the staff of personnel specialists, represents the activity heads in personnel matters; consults with them on personnel policy matters; develops, implements and reviews the activity's personnel programs, and participates in all personnel management activities.

b. Each of the functions listed below are covered by specific regulation, directives, and/or instructions prepared by HRO-NO and/or COMNAVCRUITCOM or as referenced above. To assist in carrying out your responsibilities as managers and supervisors, the HRO, Memphis Field Office along with the Headquarters Position Management Officer, (N12) is available to respond to questions on civilian program administration and position management.

(1) Position Classification. Position classification is the key to all civilian personnel actions. All Position Descriptions (PDs) should be reviewed annually or when positions become vacant. Such a review is required when establishing annual performance standards. The supervisor who is responsible for the accuracy of the PD assigns duties and responsibilities. PDs are changed when functions are added or deleted. Numerous COMNAVCRUITCOM PDs are standardized throughout the command. Any proposed changes to PDs require submission through the Civilian Human Resources Liaison Division (N12).

(2) Position Management Board (PMB). All requests to establish a new position, or to change or upgrade an existing position, must be submitted to the Navy Recruiting Command Position Management Board (PMB) via N12. Instructions for submission to the Position Management Board are contained in COMNAVCRUITCOMINST 5310.1.

(3) Filling a Vacant Position. All hiring requests must be submitted on a Request for Personnel Action (RPA)/Standard Form 52 (SF-52) with supporting documentation as soon as you are aware of an expected vacancy. Assistance in the preparation of the RPA/SF52 can be obtained from your program analyst/customer service representative in N12. Once the RPA/SF-52 is prepared, it should be forwarded via the chain of command to N12 for processing.

(4) Detailing of Civilian Employees. Detail is the temporary assignment of a civilian employee to a different position or a set of duties for a specified period of time with the employee returning to their regular duties at the end of the detail. Details are intended only for meeting temporary needs of the work program when the services cannot be obtained by other means. In no event may a detail be used to circumvent the Merit Staffing Plan. An employee must not be moved out of their permanent position for more than 30 days without an official detail. Details in excess of 30 days but not exceeding 120 days must be reported on a RPA/SF52, which must be maintained as a permanent record in the official personnel folder. Details to a higher graded position in excess of 120 days must be processed through competitive procedures. Prior service during the preceding 12 months under noncompetitive details and promotions to higher graded positions count toward the 120 day total.

(5) Temporary Promotions. Temporary promotion is the temporary assignment of an employee to a higher graded position and requires the completion of an RPA/SF52. Temporary promotion for more than 120 days to a higher-grade position or a position with known promotion potential must be made under competitive promotion procedures. (Any noncompetitive temporary promotion or detail to a higher-grade level during the preceding 12 months counts toward the 120 day total.) Managers are responsible for controlling the duration of details and temporary promotions and ensuring that these actions do not compromise the open-competitive principle of the merit system or the principles of job evaluation.

(6) Reassignment. A reassignment occurs when an employee is changed from one position to another without promotion or demotion while serving continuously within the same agency. An employee may be reassigned within their staff office/department at the discretion of the staff office director, department director, or Commanding Officer, provided the employee meets the qualification requirements established for the position, and a bona fide vacancy exists. The reassignment must be documented on an RPA/SF-52. Merit promotion procedures are required on any reassignment to positions with known promotion potential. Reassignment is a management prerogative subject to the legal requirements established by OPM.

(7) Performance Review. The Performance Appraisal Review is conducted annually. This is the period of time for which performance is assessed and a rating of record is prepared. NAVCRUIT 12430/2 (Rev. 9-98), Navy Recruiting Command Performance Management Plan is used to record and process the annual evaluation. Requirements and rating periods for the program are contained in COMNAVCRUITCOMINST 12430.3. COMNAVCRUITCOM policy is that assessment of performance is an integral part of effective management. The objective of performance management is to provide an opportunity for constructive dialogue between the first level supervisor and the employee. The goal is to improve organizational effectiveness in stating and accomplishing mission requirements while encouraging employees to continuously improve, develop professionally, and perform at their full potential.

(8) Training. Training costs for civilian employees must be included in the annual budget requirements and must be job-related before approved by the supervisor. All training requests must be submitted on DD Form 1556, Request, Authorization, Agreement, Certification of Training and Reimbursement. Information concerning courses and requirements can be obtained from the civilian training representative in (N12). Training in civilian personnel management is essential for all managers and supervisors of civilian employees. Various training vendors offer a one-week training course on this subject. The objective of the course is to inform military and civilian managers at all levels of the current Department of the

Navy (DoN) civilian personnel philosophies, policies and programs so that they may better discharge their responsibilities for personnel management. A background in civilian personnel management is a top priority requirement for senior military and civilian personnel at all command levels employing civilians. To obtain information concerning vendors and course availability contact N12.

(9) Civilian Work Hours. Beginning and starting times vary with the activity. The times are normally set for an eight and one half hour day, which includes a half hour for lunch. Additional information on regular, flexible and alternate work schedules can be found in COMNAVCRUITCOMINST 12620.1.

(10) Leave Administration. Requirements governing the scheduling and use of leave by civilian employees are covered in COMNAVCRUITCOMINST 12630.2.

(11) Overtime and Compensatory Time. Overtime and compensatory time are not encouraged. However, when it is necessary to meet mission requirements, supervisors must follow guidance promulgated in COMNAVCRUITCOMINST 12550.1.

(12) Disciplinary and Adverse Actions. Civilian employees are to be kept fully informed by their supervisors of the standards of performance and conduct expected of them. Disciplinary action is a management tool for use in correcting deficiencies in employee behavior and attitude which interfere with efficient operations, for use in maintaining high standards of Government service and public confidence in the DoN, and for use in maintaining discipline and morale among employees. Any disciplinary action demands the exercise of responsible judgment so that an employee is not penalized out of proportion to the character of the offense. Supervisors are advised to choose the minimum disciplinary action that is likely to correct the improper behavior. A disciplinary adverse action should be taken only for such cause as will promote the efficiency of the service. All such actions must be coordinated with your servicing HRO Specialist at the HRO Memphis Field Office.

CHAPTER ONE
ADMINISTRATION AND PERSONNEL

SECTION TWO
ADMINISTRATION

1201. CHANGE OF COMMAND

a. Command is the authority which a Commander, Commanding Officer or Officer In Charge in the military service lawfully exercises over their subordinates by virtue of rank or assignment. Command includes the authority and responsibility for effectively using resources and for planning the employment of, organizing, directing, coordinating and controlling military and civilian personnel for accomplishment of assigned missions. It also includes responsibility for health, welfare, morale and discipline of assigned personnel. Success in command depends on direction, coordination, leadership, and morale.

b. The process of change of command in the military service is a unique process. It involves the total transfer of authority and responsibility associated with the military unit, its personnel, and material resources from one individual to another. It is a momentous occasion for the incumbent and the prospective Commanders, Commanding Officers or Officers-in-Charge; the units civilian and military personnel and the unit itself. It is necessary that responsible personnel provide for the proper, dignified ceremony for the transfer. Pursuant to United States Navy Regulations, 1990, Commanders, Commanding Officers and Officers-in-Charge about to be relieved must:

(1) Inspect the command in company with their successor before transfer is affected. The inspection should include as many subordinate units e.g., Navy Recruiting Districts (NAVCRUITDISTs), Navy Recruiting Processing Stations (NAVCRUITPROSTAs) or Navy Recruiting Stations (NAVCRUITSTAs) as practicable.

(2) Point out the defects and peculiarities of the command and account for them to their relief.

(3) Deliver to their relief all unexecuted orders, all regulations and orders in force and all official correspondence and information concerning the command and its personnel as may be of service to their relief.

(4) At the time of turning over command, as much as practicable, call all hands to muster. The officer about to be

relieved reads the detachment order and turns over command to the successor, who then reads the order to assume command.

(5) OPNAVINST 1710.7, The Social Usage and Protocol Handbook, should be referred to for the conduct of a change of command ceremony.

c. It is essential that prospective Commanders, Commanding Officers and Officers-in-Charge complete the following prerequisites for assuming command:

(1) Successful completion of the Prospective Executive Officer (PXO) course at NAVCRUITCOM ORIENT UNIT, Pensacola, Florida, and the follow-up Prospective Commanding Officer (PCO) course at Navy Recruiting Command, Millington, Tennessee.

(2) Submit a current biography and photo to COMNAVCRUITCOM (N1/002SD) shortly after assuming command.

d. Report. NAVCRUITREGs and NAVCRUITDISTs must advise COMNAVCRUITCOM (OOIG) by letter of scheduled changes of command not later than three weeks prior to the date of the change of command. The report must include:

(1) Activity name

(2) Time, date and place of change of command

(3) Full name and most recent permanent duty station of prospective Commander, Commanding Officer or Officer-in-Charge.

e. Commanders, Commanding Officers and Officers-in-Charge are advised that if the Commander, or the Deputy Commander, Navy Recruiting Command is requested to speak at the change of command ceremony, COMNAVCRUITCOM (00S) must be advised at least two and one-half months before the projected date of the ceremony.

f. Report of Status Upon Change of Command (Report Symbol NAVCRUIT 1400-1). Pursuant to United States Navy Regulations, 1990, a report of change of command must be made by letter (Tab A) to the NAVCRUITREG Commander in the case of an NAVCRUITDIST and to COMNAVCRUITCOM N00 in the case of an NAVCRUITREG via the new Commander/Commanding Officer as soon as possible after the change is effected. The report must contain all information described in Tab A, page 1-A-1.

1202. SPONSOR PROGRAM. The Sponsor Program as outlined in MILPERSMAN 1740-010 and OPNAVINST 1740.3 must receive special

emphasis at all times. Additionally, the Welcome Aboard Letters/brochures, packets and information contained therein continue to be a most important factor in quickly and effectively assisting new families in adjusting to the independent nature of recruiting duty. The direction and information, as set forth herein, are not intended to curtail or abrogate any existing sponsor programs currently in effect but rather to provide specific guidance that will ensure that all personnel, officers and enlisted (recruiters and support), receiving orders to recruiting duty benefit from an effective sponsor program. It is a responsibility of the command to provide for the indoctrination of new personnel. In the Navy Recruiting Command, this indoctrination extends to the Navy family. An informed, supportive family is essential to assist Navy recruiters in accomplishing the command mission. Commanding Officers must ensure that assistance is provided to make new families a welcomed addition to the Navy and civilian community. A PCS move into a non-military, Navy recruiting environment may be the first time the family has been away from a military support base. The assigned sponsor and Family Ombudsman should work together to ensure that the Navy Family is adequately indoctrinated. It should be considered practical and cost effective to allow or require the sponsor to spend a few days of their time with the new service member and family to ensure implementation of this program.

a. Assignment of Sponsor

(1) Upon receipt of notification that a member is ordered to your command for duty, immediately prepare a letter of welcome and assign a command sponsor.

(2) Include information as to the nature of recruiting duty, especially as it involves the member's family.

(3) Assigned sponsor should contact the new member by telephone (unless precluded by unit deployment). Obtain mailing address and forward several editions of local newspaper (weekend papers usually have best classified section) to assist with housing information. Sponsor should also request detailed contact information to include cell phone and email address, as available. Family information should be gathered to assist the member in their transfer.

b. Advice to New Member

(1) NAVCRUITCOM ORIENT UNIT provides local area and school information contained in a Welcome Aboard package **"as necessary"** (ensure information of interest to spouses included).

(2) NAVCRUITDISTs must provide the new member with the duty station to which he will be assigned prior to the member detaching from the last command.

(3) While officers ordered to recruiting duty do not receive Special Duty Assignment Pay, they may continue to receive any special pay or incentives for which they are eligible.

(4) For enlisted personnel serving in recruiter billets or classifiers, Special Duty Assignment Pay (SDAP) is awarded in accordance with OPNAVINST 1160.6 and OPNAVNOTE 1160.

(5) The Navy uniform is worn exclusively during duty hours and a good supply is needed.

(6) Provide the approximate mileage the member travels in the performance of their duties.

(7) A government-owned vehicle is furnished for official business.

c. Welcome Aboard Brochure/Package. NAVCRUITDISTs provide a brochure or packet that includes the below listed information:

(1) Command directory

(2) Map of the area with location of command planned duty station highlighted

(3) Information concerning working hours, as applicable

(4) Medical and dental facilities (military and civilian)

(5) Dependents' medical care (including CHAMPUS)

(6) Name of Health Benefits Advisor; the mailing address and telephone number

(7) Facilities for the handicapped

(8) Commissaries, exchanges and other base facilities, as appropriate

(9) Schools (public, private and services available for handicapped students)

- (10) Adult education programs
- (11) Churches
- (12) Navy Relief Society (if applicable)
- (13) American Red Cross (if applicable)
- (14) Military clubs (if applicable)
- (15) Wives' Spouses' clubs (if applicable)
- (16) Civilian service organizations
- (17) Youth organizations
- (18) Housing (including temporary accommodations)
- (19) Credit Unions (if applicable)
- (20) Transportation (if applicable)
- (21) Child Care Centers
- (22) Local, state and base requirements regarding the operation of motor vehicles (to include driver's licenses and license plates)
- (23) Recreation facilities
- (24) Child/Spouse Abuse Hotline
- (25) Employment opportunities for the spouse
- (26) Ombudsman Program

d. Method of Delivery. The information listed above for inclusion with the Welcome Aboard Letter, brochure or packet may be delivered to the new member at any time and by means determined by the Commanding Officer. It is recommended that the Welcome Aboard Letter be forwarded after receipt of the new member's order. The remaining welcome aboard information may be provided through letters, telephone conversation or in person when new member reports aboard. The ultimate test of the effectiveness of a Command's sponsor program is whether or not the new member is quickly and easily settled into their new environment with an adequate amount of information about the new job and new location. A good evaluation

of the sponsor program can be determined in an interview with the new member.

1203. LEAVE AND TEMPORARY ABSENCE

a. Leave. MILPERSMAN 1050-030 contains policy for granting leave and liberty and prescribes conditions and limitations. All personnel must be encouraged to take leave. Two-week periods are the preferred length of time. A NAVCRUITREG Commander and the Chief Staff Officer or a NAVCRUITDIST Commanding Officer and the Executive Officer must not be on leave at the same time unless specific approval is received from the Immediate Superior in the Chain of Command (ISIC). NAVCRUITREG Commanders must request leave from the Deputy Commander, Navy Recruiting Command and NAVCRUITDIST Commanding Officers must request leave from the cognizant NAVCRUITREG Commander.

b. Senior Officer Temporary Absence. Absences of NAVCRUITREG Commanders or NAVCRUITDIST Commanding Officers from the vicinity of their commands for forty-eight hours or less are authorized without request. However, the next senior in command must be notified in advance of intended absences by appropriate communications. Requests for absences of more than forty-eight hours require the approval of the next senior in command.

1204. ASSISTANCE IN OBTAINING DEPENDENTS' ID CARDS. BUPERSINST 1750.10 implements revised procedures to make application for dependent ID cards in the case of dependents of deployed and retired Navy personnel.

1205. COMMAND MANAGED EQUAL OPPORTUNITY (CMEO) PROGRAM. Each NAVCRUITREG Commander and NAVCRUITDIST Commanding Officer must ensure that a vigorous and continuing Equal Opportunity program is maintained within their respective commands in accordance with the provisions of COMNAVCRUITCOMINST 5354.1.

1206. NON-RECRUITING DUTIES ASSIGNED TO NAVCRUITCOM FIELD COMMANDS

a. The Chief of Naval Operations' direction to Area Coordinators not to assign extraneous duties (i.e., Funeral Details, CACO, Line of Duty Investigations, apprehension of deserters, etc.) to personnel in the Navy Recruiting Command remains in effect.

b. An exception to this direction may be considered in certain instances when geographically isolated areas require appropriate military honors for funeral details and there are no Reserve activities to meet requirements.

c. Additionally, in the case of Navy unauthorized absentees, when an absentee surrenders or is delivered to a Navy recruiting station having no facilities for lodging and subsistence, refer to MILPERSMAN 1600-050.

1207. POSTAL SERVICES. OPNAVINST 5218.7 provides regulations and policies on the handling and processing of official mail. Set forth within that instruction is the types of special postal services available to all Navy commands and the conditions under which the services may be used. The types of special postal services include: registered, certified, and insured mail. These are the only

services authorized for use by Navy activities including the Navy Recruiting Command. Special delivery and Cash On Delivery (COD) mail services are not authorized and must not be used. For more information on official mail management within NAVCRUITCOM, see COMNAVCRUITCOMINST 4400.1 Chapter 10.

1208. INQUIRIES FROM NAVY FAMILIES REGARDING MAIL TO AND FROM RELATIVES

a. Navy recruiting facilities are many times the first and often the only contact that families of Navy members have with the Navy. Because their past relations with these offices have been cordial and helpful, these families often return to the recruiters when a problem concerning their son or daughter, or other family member arises.

b. Mail to and from family members is a singularly important item to concerned families of young men and women who leave home for the first time to join the Navy.

c. While it is not possible in all cases to completely satisfy the inquiries, the local recruiter should do as much as they can to alleviate their anxieties and otherwise assist our Navy families.

d. All recruiters should be advised to provide sympathetic assistance to inquiries from these families. If additional information or advice concerning a specific mail problem is required, recruiters should advise parents or other relatives to correspond directly with the Navy member's Commanding Officer. If that person is still in Recruit training, the Recruit Company number should be provided. If that is not available the person's social security number and rate/rating should be provided if known.

1209. ENTITLEMENT TO SPECIAL SUPPLEMENTARY CLOTHING MONETARY ALLOWANCE. Department of the Defense Financial Management

Regulation sets forth requirements and entitlements for personnel assigned to recruiting duty.

1210. RECRUITING IRREGULARITIES. All cases of alleged recruiting irregularities involving COMNAVCRUITCOM personnel must be expeditiously reported to the COMNAVCRUITCOM Inspector General (00IG). COMNAVCRUITCOMINST 5041.1 provides details concerning the policies and procedures governing recruiting and enlistment processing irregularities.

1211. RECRUITING ASSISTANCE LEAVE PROGRAM

a. To qualify for receiving five days of non-chargeable leave, a Sailor must be on regular leave between "A" or "C" school or apprenticeship training and the first permanent duty station and meet the following conditions:

(1) The Sailor has assisted the local recruiter for five consecutive days regardless of when the recruit reported to the recruiting station. This includes a weekend or holiday. Example: If the period of recruit leave begins Wednesday, it ends Sunday.

(2) Personnel are expected to participate in regularly scheduled school canvassing visits to speak at Recruiting functions and civic activities to follow-up Pro-Navy RTC referrals and to accompany recruiters on home visits.

(3) Sailors on leave prior to completing "A" or "C" school (for example, on leave during the Christmas period class break) are not eligible for this program.

b. NAVCRUITDIST Commanding Officers must ensure the member's order is endorsed to reflect the reporting date to and detachment date from the local recruiting station to ensure proper accounting of Recruiting Assistance Leave Program as outlined in this article and in the MILPERSMAN, 1050-220. An individual who has "By direction" authority in writing from the Commanding Officer may sign the endorsements.

1212. COMNAVCRUITCOM OMBUDSMAN PROGRAM. Detailed information on the Navy's Family Ombudsman Program is available in COMNAVCRUITCOMINST 1754.1.

1213. SOCIAL REGISTERS AND DIRECTORIES. Social registers and

telephone directories contain personal information such as home addresses and telephone numbers, and in some cases, names of family members. Because of the personal information contained therein, these documents are protected under the Privacy Act of 1974. To ensure that the personal information contained in local social registers and telephone directories is not published or provided to unofficial organizations or persons, the following actions are necessary:

a. Add to the register/directories "For Official Use Only. This information is protected under the Privacy Act of 1974."

b. Add/attach the following statements to the register/directory information card filled out by newly reporting personnel:

(1) "The Privacy Act of 1974 requires that individuals who provide personal information must be informed of the authority, principal purpose, uses, and voluntary or involuntary nature of the information."

(2) "I do/do not desire to have my home telephone number and other personal data placed in the Command Social Register/Telephone Directory."

Tab A

Report of Status Upon Change of Command
Sample Letter Format

From: (Commander/Commanding Officer/Officer in Charge by name)
To: Commander, Navy Recruiting Command (00IG4) (For NAVCRUITREG)
Commander, Navy Recruiting Region _____ (For NAVCRUITDIST)
Via: (New Commander/Commanding Officer by name)

Subj: REPORT OF STATUS OF (NAVCRUITREG/NAVCRUITDIST) _____ UPON CHANGE OF
COMMAND

Ref: (a) U. S. Navy Regulations 1990
(b) COMNAVCRUITCOMINST 5400.2
(c) OPNAVINST 5354.1

1. Per references (a) and (b), I have been relieved this date by (new CO by name)
as Commander/Commanding Officer, Navy Recruiting Region/District
_____.

2. Prior to having been relieved of command, I certify that I have completed the
following requirements:

a. Inspected the command in company with my relief.

b. Pointed out any defects or peculiarities of the command and accounted for
them to my relief.

c. Delivered to my relief all unexecuted orders, all regulations and orders
in force and all correspondence and information concerning the command and the
personnel thereof, including any required Fitness Reports or Performance
Evaluations, as may be of service to my relief.

3. The following is a report by department, which includes any unsatisfactory or
marginal conditions:

a. Administration. (This department has ____ personnel onboard. The
Inspector General COMNAVCRUITCOM regarding inspections, investigations and
congressional correspondence has given an IG turnover brief. Currently, NRD
_____ has _____ congressional and/or investigations pending. A review with
the incumbent has occurred. Comment on any other problems or areas of concern in
the administrative area.)

b. OPO. (There are ____ personnel onboard. Identify any personnel
shortages/problems. Comment on any goal attainment problems or other areas of
concern to officer programs recruiting.)

c. Chaplain. (There are ____ personnel on board. Comment on progress in goal
achievement in this area and other information helpful to the Chaplain recruiting
effort.)

d. EPO. (State current personnel status and deficiencies or problems, if
any. Include statement that "an inspection and certification of DEP was
conducted" and on the quality of the DEP. Provide comments/information of

Tab A (Continued)

general interest which would be helpful to the enlisted recruiting effort for your Region/District.)

e. Supply. (State current personnel status. Comment on any problems in the areas of budget, travel, ADP equipment purchases, advertising, facilities, and/or vehicles.)

f. Public Affairs. (State current personnel status or problem areas. Online any unusual projects that took place/are-taking place and would benefit other Regions/Districts.)

g. Marketing. (Provide any useful comments on current marketing plans/status/manning and LEADS operations for Officer and Enlisted areas.)

h. Educational Service Specialist. (Comments on personnel manning of ESS. Provide any useful comments in areas of ASVAB testing, EOY tours, and ACT testing. Comments on any problems experienced.)

i. RDAC Program. (Comments on size and initiatives of the RDAC. Provide comments on accomplishments of RDAC. Has the CO provided a tasking letter to the RDAC Chairperson?)

j. CMEQ. (Current status of the command's "Command Managed Equal Opportunity (CMEQ) Program" including a review of the most current climate survey, the Command Assessment Team (CAT) and the Commanding Training Team (CTT) per reference (c).

(Signature)

FIRST ENDORSEMENT (By Relieving Commander/Commanding Officer)

From: Commander/Commanding Officer, Navy Recruiting Region/District
To: (1) Commander, Navy Recruiting Command (00IG4) (For NAVCRUITREG)
(2) Commander, Navy Recruiting Region _____(For NAVCRUITDIST)

1. Forwarded. I have this date relieved _____(Name) as
Commander/Commanding Officer of NAVCRUITREG/NAVCRUITDIST _____(Location).

2. I have found that the condition of the command is as stated in the basic letter.

(Signature)

CHAPTER ONE
ADMINISTRATION AND PERSONNEL

SECTION THREE
OFFICER PERSONNEL ASSIGNMENT AND MANAGEMENT

1301. GENERAL. Officer distribution is monitored by COMNAVCRUITCOM, N11. Commanding Officers and Officers-in-Charge are encouraged working with BUPERS directly in regards to concerns on officer manning. COMNAVCRUITCOM, N11 acts as liaison with BUPERS when critical manning issues are identified.

1302. INITIAL ASSIGNMENT

a. Incoming officers are detailed to specific billets and Unit Identification Codes (UIC) via the training pipeline. Short fuse order modifications to change UICs are disruptive to the officer and their families and are indicative of poor manpower planning. Requests to modify the order of an incoming officer to change a UIC must be submitted to COMNAVCRUITCOM, N11 in writing and must include justification for such a request. Requests for modification of an order after the execution of household goods shipment by the officer will not be entertained.

b. Once an officer is onboard, requests to move an officer via Out-of-Proximity (OOP) move, from one UIC to another are handled on a case-by-case basis, as this action requires a new PCS order from BUPERS. Officers must have at least 18 months remaining onboard and a valid billet must be available at the new UIC. Submit a letter requesting an OOP move to PERS-44 via COMNAVCRUITREG and COMNAVCRUITCOM N11. Officers will not be assigned to UICs to which they do not have PCS orders. Officers who perform duties away from the assigned UIC must be issued TAD orders for the period.

c. Officer tour lengths are prescribed by DoD, and are listed in the Naval Military Personnel Manual NAVPERS 15560D (MILPERSMAN).

1303. PERSONNEL REQUESTS. The Personnel Request Routing Matrix is contained in Tab AA for retirement, resignation, PRD adjustment, release from active duty, split tours, etc., must be forwarded as follows:

a. From NAVCRUITDIST Staff

(1) Commanding Officer/Executive Officer. Requests must be forwarded via COMNAVCRUITREG and COMNAVCRUITCOM N11.

(2) All other Officers. Requests must be forwarded via the COMNAVCRUITREG with a copy to COMNAVCRUITCOM N11. These requests may be forwarded via COMNAVCRUITCOM if an endorsement is desired.

b. From NAVCRUITREG Staff

(1) NAVCRUITREG Commander/Chief Staff Officer. Requests must be forwarded via COMNAVCRUITCOM N11.

(2) All other Officers. Requests may be forwarded directly to CHNAVPER/SECNAV (as applicable) with a copy to COMNAVCRUITCOM N11. These requests may be forwarded via COMNAVCRUITCOM N11 if an endorsement is desired.

c. From NAVCRUITCOM ORIENT UNIT Staff

(1) CO, NAVCRUITCOM ORIENT UNIT/Project Manager. Requests must be forwarded via COMNAVCRUITCOM N11.

(2) All other Officers. Requests may be forwarded directly to CHNAVPER/SECNAV (as applicable) with a copy to COMNAVCRUITCOM N11. These requests may be forwarded via COMNAVCRUITCOM N11 if an endorsement is desired.

d. From COMNAVCRUITCOM Staff. All requests must be forwarded through COMNAVCRUITCOM N11.

1304. OFF-DUTY EMPLOYMENT. Employment of Officers (medical and other), in the civilian sector, is subject to the Commanding Officer's approval and provisions of SECNAVINST 5370.2.

1305. FAULT TRANSFERS. Officers cannot be fault transferred. Poor performance and/or misconduct should be documented and resolved in accordance with MILPERSMAN 1611-010.

1306. PERSONNEL RECOMMENDED FOR FURTHER RECRUITING DUTY.

Commanding Officers are encouraged to recommend assignment of Additional Qualification Designator (AQD) codes to officers who successfully complete a tour in recruiting. The AQD code is used to facilitate assignment of officers to billets requiring prior recruiting experience. A sample recommendation format is provided as **Tab B**. Provide copies of the recommendation to the NAVCRUITREG and COMNAVCRUITCOM. The appropriate Recruiting AQD codes are located in NAVPERS 15839I, Volume 1, Part D.

1307. VERIFICATION OF COMNAVCRUITCOM OFFICER-DATA BASE.

COMNAVCRUITCOM N11 will send a copy of the Officer Data Base each April and November to NAVCRUITREG Commanders to verify and accurately reflect officer assignments, PRDs, etc. This database is used to work with CHNAVPERs to maintain officer-manning levels.

Tab B

Sample Additional Qualification Designator Request

From: Commanding Officer, Navy Recruiting District

To: Chief of Naval Personnel (Pers-)

Subj: ADDITIONAL QUALIFICATION DESIGNATOR (AQD) CODE ASSIGNMENT
ICO (RANK/NAME/DESIGNATOR/SSN)

Ref: (a) COMNAVCRUITCOMINST 5400.2

1. Per reference (a), subject named officer is recommended for assignment of the following AQD code for recruiting duty:

HA1	HA2	HB1	HB2	HC1	HD1	HE1	HF1	HG1	HH1	HI1

2. Comments (provide number of months the officer served in the qualifying billet).

(Signature)

Copy to
(Appropriate NAVCRUITREG)
COMNAVCRUITCOM N11

Tab BB

Personnel Request Routing Matrix

1. The following table provides submission procedures for any requests that affect individual personnel. Adherence to these procedures will ensure efficient and timely processing.

Type of Request	Routed To	Routed Via
High Year Tenure Waiver	PERS-823	PERS-4010
Shore Duty Termination	Member's Detailer	PERS-4010
PRD Adjustment Note 3	Member's Detailer	PERS-4010
Rate Conversion	PERS-4811	Member's Detailer
CRF Conversion	NRC N1121	Copy to Region
CRF Decertification	PERS-4010	Region and NRC N1121
CRF Rate Reversion	PERS-4010	Region and NRC N1121
Out of Proximity Move Notes 1 and 2 (Enlisted)	PERS-4010	Region and NRC N1
Out of Proximity Move Note 2 (Officer)	Member's Detailer	Region and NRC N1
Incompatible Transfer	PERS-4010	Region and NRC N1
No-Fault Transfer	PERS-4010	Region and NRC N1
Fault Transfer	PERS-4010	Region and NRC N1

2. If you have any questions, please contact COMNAVCRUITCOM N11 at DSN: 882-9136, or COMM: (901) 874-9136.

Notes:

1. If the member does not meet PRD requirements, they must submit a NAVPERS 1306/7 to adjust PRD, and this must be included in the package. Out-of-Proximity move requests are for production purposes only.

2. Ensure change of zip code for BAH entitlement checked and member notified prior to request submission. Upon approval of move, notify PSD of new zip code for BAH verification.

3. Requests for PRD extensions of CRF personnel require that the members NAVPERS 1306/7 must be routed thru NAVCRUITCOM (N1121) for all requests resulting in the member being onboard more than 48 months.

CHAPTER ONE
ADMINISTRATION AND PERSONNEL

SECTION FOUR
CAREER RECRUITER FORCE (CRF) AND CAREER RECRUITER FORCE HOMETOWN
RECRUITER (CRFHR) DETAILING AND MANAGEMENT

1401. INTRODUCTION. The CRF was established in 1978 to develop a cadre of exceptional recruiting managers to provide consistency and leadership to the Total Force recruiting effort. Career recruiters fill billets throughout NAVCRUITCOM commensurate with their paygrade.

1402. CAREER RECRUITER FORCE APPLICATION PROCEDURES. Current application procedures for the Active and Reserve Career Recruiter Force are found in BUPERSINST 1133.29. It is incumbent upon each member of the chain of command to seek out and solicit applications from the very best qualified for the Career Recruiting Force. Newly selected CRF currently on recruiting duty may extend at their present Navy Recruiting District for up to one year (not to exceed 48 months time on station).

1403. CRF TOUR LENGTH/STANDARD TOUR/DETAILING/PRD EXTENSION POLICY. The standard tour length for CRF personnel, with the exception of Reserve production recruiters (NEC 2186) and Hometown recruiters (NEC 9584) is 36 months. Extension requests, for up to one year may be submitted in accordance with the MILPERSMAN 1306-124. Extensions that will take a CRF beyond 48 months time on station, including time as a NEC 9585, will be submitted via NAVPERS 1306/7 to NAVCRUITCOM N1.

a. New CRF Selectees. New CRF Selectees will attend Career Recruiter Force Academy in Pensacola, FL in conjunction with PCS orders to their initial assignment as a CRF. For any PRD adjustments, members will submit a NAVPERS 1306/7 to NAVPERSCOM (PERS-4010C) via their chain of command.

b. General CRF Detailing. Upon initial communication with a member desiring orders to a NAVCRUITDIST as a CRF, the command will temporarily assign the member to a position/location prior to orders being written. Once Permanent Change of Station (PCS) orders assigning an individual to the NAVCRUITDIST are received the Commanding Officer will provide the transferring command with the Ultimate Duty Station (ULTDUSTA) assignment letter within 30 days of receipt of orders for inclusion in the member's Standard Transfer Order (STO) prior to transfer, in

accordance with the MILPERSMAN. Transferring command must ensure ULTDUSTA assignment letter has been received prior to transfer.

c. CRF personnel. Should expect to transfer to different NAVCRUITDISTs in varying geographical areas throughout their career. A CRF will serve, at a minimum, two different Districts before the detailee will consider ordering them to a previous NAVCRUITDIST (with the exception of Master Chiefs, due to the limited number of billets). Geographical bachelor tours should not be executed with the expectation that the member will return to their previous NAVCRUITDIST.

d. Personnel Detailed to NAVCRUITCOM ORIENT UNIT/RQAT/NAVCRUITCOM Headquarters Staff/NAVCRUITREG Staff. Members who desire orders to these billets must have completed 36 months experience as a PQS qualified Zone Supervisor. Members will submit a NAVPERS 1306/7 no earlier than twelve months and no later than six months prior to PRD. The request will include copies of the last three performance evaluations with screening in accordance with the MILPERSMAN 1306-953, Instructor Duty. All requests and packages will be forwarded to PERS 4010C via N1 and appropriate NAVCRUITREG. Packages must be routed through NAVCRUITCOM N1. Prior to making a recommendation, the prospective command will conduct a ride-along with member and forward recommendations to NAVCRUITCOM N1.

Note: Consideration for these positions may be made when a member has 24 months experience as a PQS qualified Zone Supervisor, with the expectation of orders being written within six to nine months of PRD. Member must have 36 months experience as a PQS qualified Zone Supervisor prior to assignment.

e. Overseas Orders. Members who desire orders to overseas billets must submit a NAVPERS 1306/7 no earlier than twelve months and no later than six months prior to PRD. The request will include copies of the last three performance evaluations and will be forwarded to PERS-4010C via the member's Commanding Officer. Personnel will be screened in accordance with MILPERSMAN Article 1300-302. Prior to releasing orders PERS-4010C will forward all requests to the gaining NAVCRUITDIST for screening, prior to releasing orders. The gaining Commanding Officer will make a recommendation and forward back to PERS-4010C. Tour length will be the prescribed DoD tour.

f. Nominative Positions. The following positions are nominative:

(1) National Chief Recruiter

(2) NAVCRUITREG Chief Recruiter and Assistant Chief Recruiter

(3) NAVCRUITCOM N3 Chief Recruiter

g. Slated Positions

(1) All NCCM Billets

(2) All post tour CR Billets

(3) NAVCRUITDIST Chief Recruiter and Assistant Chief Recruiter

(4) FORCE EA

Note: Assignment will be coordinated through NAVCRUITCOM National CR, NAVCRUITCOM FORCE Master Chief, CRF Program Manager and CRF Detailer. Commander, Navy Recruiting Command is the final approval authority.

1404. CRF HOMETOWN RECRUITER (CRFHR) TOUR LENGTH/DETAILING/PRD EXTENSION POLICY. The initial tour for CRFHR personnel is 36 months. After the initial 36 months, the member will be evaluated every 24 months with a continuation board convened by the Commanding Officer of the NAVCRUITDIST with results forwarded to NAVCRUITCOM N1 via NAVCRUITREG with recommendation for continuation/non-continuation as a CRFHR. Personnel recommended for continuation as a CRFHR will have their PRD adjusted for an additional 24 months from current assigned PRD. Personnel not recommended for continuation will be submitted for a Force Conversion into a different rating and removed from the CRF Force. If recommended for continuation on recruiting duty, but not at present NAVCRUITDIST, the CRF detailer will assign them a PRD and negotiate orders to another Navy Recruiting District. CRFHR personnel will normally not advance beyond the paygrade of E6 due to the lack of duty station rotation and non-assumption of leadership roles (RinC and above) making them less competitive. If selected for E7, the member will automatically be subject to PCS transfer at the individual's PRD and converted to NC CRF (NEC 2186).

a. New CRFHR Selectees. Personnel selected for CRFHR will be converted immediately to Navy Counselor Recruiter (NEC 9584). All Navy Recruiting Districts will be required to send all new Selectees CRFHR to the Career Recruiter Force Academy in Pensacola, FL within a 12 month period of being selected as a CRFHR. Selectees who do not pass the Career Recruiter Force Academy will be reverted to their former rating.

b. General CRF Detailing. All CRFHR Selectees will be assigned to CRF and remain at their current duty station for the remainder of their naval careers.

c. Eligibility. Members desiring to convert to CRFHR must meet the following criteria:

(1) Personnel currently serving as an Active duty recruiter or Reserve Canvassing Recruiter (CANREC).

(2) Be in paygrades E5 through E6.

(3) Recruiters must have served a minimum of 18 months onboard. CANREC recruiters must have served a minimum of 24 months onboard.

(4) Meet all Physical Readiness Standards in accordance with OPNAVINST 6110.1.

(5) Successfully completed the Recruiter Personnel Qualification Standards (PQS) per NAVCRUITCOMINST 1136.2.

(6) If serving on a SRB enlistment must be within nine months of EAOS to be eligible for lateral conversion. Conversion must not take place earlier than three months prior to EAOS per reference OPNAVINST 1160.6.

(7) If receiving CONSUBPAY, their CONSUBPAY will be terminated as of the date of selection.

d. Ineligible to Apply

(1) Nuclear-trained Electronics Technicians, Electrician Mates, and Machinists Mates.

(2) Personnel in receipt of Permanent Change of Station (PCS) orders.

(3) Personnel with an approved Fleet Reserve date.

(4) Personnel with less than 36 months to High Year Tenure (HYT) based on board convening month.

e. Application Procedures. Applicants shall submit applications in accordance with the BUPERSINST 1133.29 (Sample of the Commanding Officer Endorsement TAB CC).

1405. NAVCRUITCOM NATIONAL CHIEF RECRUITER (NCR), NAVCRUITCOM N3 CHIEF RECRUITER, NAVCRUITREG CHIEF RECRUITER AND NAVCRUITREG ASSISTANT CHIEF RECRUITER ELIGIBILITY, APPLICATION, SELECTION AND ASSIGNMENT POLICY. The NAVCRUITCOM National Chief Recruiter, NAVCRUITCOM N3 Chief Recruiter, NAVCRUITREG Chief Recruiter and NAVCRUITREG Assistant Chief Recruiter will be selected from a slate of qualified CRF Master Chief Petty Officers pre-approved by Navy Recruiting Command. Navy Recruiting Command will interview and select the NAVCRUITCOM National Chief Recruiter. NAVCRUITREG Commanders will interview and endorse the NAVCRUITREG Chief Recruiter and NAVCRUITREG Assistant Chief Recruiter, all endorsements will be forwarded to Navy Recruiting Command for final approval.

a. Eligibility. Members desiring consideration for NAVCRUITCOM National Chief Recruiter, NAVCRUITCOM N3 Chief Recruiter, NAVCRUITREG Chief Recruiter or NAVCRUITREG Assistant Chief Recruiter must meet the following criteria with no waivers authorized:

(1) Be a CRF Master Chief Petty Officer holding NEC 2186.

(2) Have completed a minimum of 36 months as a NAVCRUITDIST Chief Recruiter.

(3) Meet all Physical Readiness Standards in accordance with OPNAVINST 6110.1.

(4) Have no substantiated allegations of misconduct.

b. Application Procedures. Applicants should submit an electronic nomination package to NAVCRUITCOM National Chief Recruiter. The Commanding Officer's endorsement will address the following as a minimum:

(1) Applicant's potential for leadership in positions of increased responsibility.

(2) Certification that the applicant meets all Physical Readiness Standards in accordance with OPNAVINST 6110.1.

c. Pre-selection Process. The NAVCRUITCOM NCR, NAVCRUITCOM FORCE Master Chief and the CRF Program Manager will pre-screen each application for eligibility and qualifications then make recommendations to Navy Recruiting Command. Members approved by Navy Recruiting Command will be placed on a standing slate maintained by NAVCRUITCOM NCR.

d. Selection Process

(1) When the NAVCRUITCOM NCR billet becomes available, the NAVCRUITCOM NCR will notify approved slated members. Each slated member has a one-time option to request removal from position consideration. A second request will result in permanent removal from the slate. Navy Recruiting Command will interview all members desiring consideration and make the final selection.

(2) When NAVCRUITREG CR, NAVCRUITREG ACR, or NAVCRUITCOM N3 Chief Recruiter positions becomes available, the NAVCRUITCOM NCR will notify approved slate members. Each slate member has a one-time option to request removal from a position consideration. A second request will result in permanent removal from the slate. Following final approval from Navy Recruiting Command the NAVCRUITCOM NCR will forward the slate and nomination packages to NAVCRUITREG and/or NAVCRUITCOM N3. The NAVCRUITREG and/or NAVCRUITCOM N3 will conduct interviews and forward their endorsement to Navy Recruiting Command and the NAVCRUITCOM NCR for final approval.

1406. CHIEF RECRUITER CERTIFICATION, DEVELOPMENT, DETAILING. CRF Master Chief and Senior Chief Petty Officers who have been certified by a formal board in accordance with current directives and policies will fill Chief Recruiter positions. Specific recommendations on fitness reports concerning a CRF Master Chief or Senior Chief Petty Officer's readiness to assume positions of increased responsibility is encouraged.

a. Pre-Certification. Individuals must meet the following criteria prior to appearing before the NAVCRUITCOM Chief Recruiter Certification Board, no waivers authorized:

(1) Be a CRF Master or Senior Chief Petty Officer (recommended for advancement to Master Chief).

(2) Be a graduate of the Career Recruiter Force Academy.

(3) Have a minimum of 12 months experience as an Assistant Chief Recruiter. (NAVCRUITCOM can grant a waiver on a case-by-case basis).

(4) Be recommended for the NAVCRUITCOM Chief Recruiter Certification Board in accordance with COMNAVCRUITCOMINST 1136.2.

(5) Personnel who have pending or substantiated recruiter irregularity or leadership allegations are not eligible for final Chief Recruiter qualification. In cases where allegations are substantiated, candidates will not appear before a final qualification board earlier than one year following the date of final disposition. Additionally, an on-site evaluation by the NAVCRUITCOM NCR, NAVCRUITREG CR or ACR will be required prior to the qualification board. If pending allegations are determined to be unsubstantiated, the member may continue the Chief Recruiter qualification process.

b. Certification. Final certification will consist of a board held at NAVCRUITCOM Headquarters, Millington TN.

(1) For board membership requirements refer to COMNAVCRUITINST 1136.2.

(2) Personnel not certified by the board must be debriefed by the board Chairman in writing explaining specific areas of concern, with a recommended corrective action within five working days. Once corrective action is complete, the appropriate NAVCRUITREG Chief Recruiter should contact NAVCRUITCOM NCR to arrange a second board. The second board will only address the areas of concern from the initial board.

c. Development. It is essential that newly certified Chief Recruiters are provided every opportunity for success in their assignment as a Chief Recruiter. The following requirements are intended to provide follow-on training, assistance, and proper turnover from the current Chief Recruiter.

(1) Attend the Chief Recruiter Course at the NAVCRUITCOM ORIENT UNIT, in Pensacola, FL.

(2) The NAVCRUITREG Chief Recruiter will conduct an assist visit with first tour Chief Recruiters no later than three months after check-in. This provides a mentoring opportunity for the new Chief Recruiter.

Note: CRF personnel selected for advancement to Master Chief Petty Officer not progressing thru the Chief Recruiter Qualification process will immediately commence once advanced.

d. Detailing Policy for Chief Recruiters

(1) The NAVCRUITCOM NCR will notify the prospective Chief Recruiter after Navy Recruiting Command has made the final approval.

Note: No notification will be made to the candidate by BUPERS or any person within NAVCRUITCOM until Navy Recruiting Command has made the final approval of the prospective Chief Recruiter.

1407. ASSISTANT CHIEF RECRUITER CERTIFICATION, DEVELOPMENT, DETAILING. CRF Senior Chief Petty Officers who have been certified by a formal board in accordance with current directives and policies will fill Assistant Chief Recruiter position. Specific recommendations on fitness reports concerning a CRF Senior Chief Petty Officer's readiness to assume positions of increased responsibility are encouraged.

a. Pre-Certification. Individuals must meet the following criteria prior to appearing before a NAVCRUITCOM Assistant Chief Recruiter Certification Board, waivers are not authorized:

(1) Be a CRF Chief (recommended for advancement Senior Chief), Senior Chief Petty Officer (recommended for advancement to Master Chief).

Note: Chief Petty Officers only can qualify. They will not be slated for an ACR position until they advance to Senior Chief Petty Officer.

(2) Be a graduate of the Career Recruiter Force Academy.

(3) Have a minimum of 24 months Zone Supervisor experience as a PQS qualified Zone Supervisor at the time of the ACR board. Member must have 36 months experience as a PQS qualified Zone Supervisor prior to assuming an ACR position.

(4) Be recommended for the NAVCRUITCOM Assistant Chief Recruiter Certification Board in accordance with COMNAVCRUITCOMINST 1136.2.

(5) Personnel who have pending or substantiated recruiter irregularity or leadership allegations are not eligible for final Assistant Chief Recruiter certification. In cases where allegations are substantiated, candidates will not appear before a final certification board earlier than one year following the date of final disposition. Additionally, an on-site evaluation by the NAVCRUITREG CR or the ACR will be required prior to the certification board. If pending allegations are determined to be unsubstantiated, the member may continue the Assistant Chief Recruiter certification process.

b. Certification. Final certification will consist of a board held at NAVCRUITCOM Headquarters, Millington TN.

(1) For board membership requirements, refer to COMNAVCRUITINST 1136.2.

(2) Personnel not certified by the board will be debriefed by the board Chairman in writing explaining specific areas of concern, with a recommended corrective action within five working days. Once corrective action is complete, the appropriate NAVCRUITREG CR should contact NAVCRUITCOM NCR to arrange a second board.

Note: CRF personnel selected for advancement to Senior Chief Petty Officer not progressing thru the Assistant Chief Recruiter Qualification process will immediately commence once advanced.

c. Development. It is essential that newly certified Assistant Chief Recruiters are provided every opportunity for success in their assignment as an Assistant Chief Recruiter. The following requirements are intended to provide follow-on training.

(1) The NAVCRUITREG Chief Recruiter or the Assistant Chief Recruiter will conduct an assist visit with new Assistant Chief Recruiters no later than three months after check-in. This provides a mentoring opportunity for the new Assistant Chief Recruiter.

d. Detailing Policy for Assistant Chief Recruiters (ACR)

(1) The NAVCRUITCOM NCR will notify the prospective Assistant Chief Recruiter after Navy Recruiting Command has made the final approval.

Note: No notification will be made to the candidate by BUPERS or any person within NAVCRUITCOM until Commander, Navy Recruiting Command has made the final approval of the prospective Assistant Chief Recruiter.

1408. ZONE SUPERVISOR ASSIGNMENT. The Zone Supervisor position is a vital leadership link between the NAVCRUITDIST Chief Recruiter, Assistant Chief Recruiter, and the station Recruiter in Charge.

a. Detailing. Zone Supervisor positions shall be filled by PQS Certified personnel who are either members of the Career Recruiter Force or NEC 9585 in pay grade E7 or higher. Careful planning should ensure E7 or above personnel are available to fill Zone Supervisor positions. In the event no E7 or above is available, the NAVCRUITDIST Commanding Officer shall request from the NAVCRUITREG Commander, in writing, to fill the position on an interim basis with an E6. The request will include an outline of all CRF E7 in the command and the status of their Zone Supervisor qualifications. The request will additionally include an outline of all E7 and above within the zone with justification as to why they are not able to fill the position. The expected fill date with an E7 or above shall be identified.

1409. CAREER RECRUITER RATE REVERSION/FORCE CONVERSION/CHIEF RECRUITER EVALUATION BOARD/ASSISTANT CHIEF RECRUITER AND ZONE SUPERVISOR RELIEF POLICY. Personnel serving in the CRF are expected to do so for the remainder of their naval career; however, they may be unable to continue as a career recruiter or no longer desire to be a member of the CRF. In these cases, a recommendation for force conversion or request for rate reversion should be submitted (Sample of the Commanding Officer's Endorsement TAB CCC).

a. Rate Reversion. In the event a member longer desire to be part of the CRF community he/she should submit a NAVPERS 1306/7 to NAVCRUITCOM N1 via their Commanding Officer, and NAVCRUITREG requesting a reversion to their former rating. Members must have completed their 36 month obligated service in accordance with MILPERSMAN 1306-965.

b. Force Conversion. The Force Conversion process is action taken by the command to remove a member from the CRF community due to loss of confidence in the member's ability to perform as a Career Recruiter. The loss of confidence may be due to performance, medical, or other reasons. The member's Commanding Officer may process a CRF for force conversion regardless of the number of years the member has served as a CRF. The command should prepare a letter to PERS-4010 via NAVCRUITREG and NAVCRUITCOM N1 with strong justification and include the following documentation:

(1) Completed NAVPERS 1221/1, NEC Code change request, signed by the Commanding Officer only.

(2) Copies of last three performance evaluations.

(3) Medical reasons, copies of all pertinent medical information.

(4) Performance reasons, copies of all pertinent training records, letters of instruction, etc.

(5) Member's signed acknowledgement of the action being taken.

(6) Member's signed statement.

(7) Completed NAVPERS 1306/7, Enlisted Personnel Action Request, stating request for rate reversion/force conversion to one of the following three ratings in order of preference.

Note: If the member desires to make a statement, it shall address the specific facts contained within the force conversion or relief from position recommendation only. Should the member not desire to make a statement, the following will be indicated in writing: "I have reviewed the Force Conversion or relief from position and do not desire to make a statement."

(8) For force conversions, only the command must state whether the member should be retained in the Navy. If the package is recommended by NAVCRUITCOM and the member is still of value to the Navy, BUPERS will first offer the member to their original rating Enlisted Community Manager (ECM). The original rating ECM determines whether the community is able to access the member based on rating inventory, training requirements, and so on. If that rating ECM cannot use the member, BUPERS will give the member a choice of CREO Group 1 ratings. The member

must choose one of the ratings or be administratively separated from the Navy. If the command determines that the member is no longer of value to the Navy, the member should be processed for administrative separation vice force conversion.

Note: The Force Conversion process shall not be used as a substitute for disciplinary action.

c. Force Conversion Board. The NAVCRUITCOM NCR and the CRF Program Manager will review all Force Conversion packages and determine if a special board needs to be convened. If a special board is required, the board will determine if every training opportunity was afforded to the member to get them back on track. Since most CRFs have been out of their rating for an extended amount of time, most ratings will not take them back. The board will determine the best course of action for the member and forward recommendations to PERS 4010 via Navy Recruiting Command's concurrence. The board membership will consist of the following:

(1) Chairman. NAVCRUITCOM N3 or N1 or N7.

(2) Members. NAVCRUITCOM FORCM, NAVCRUITCOM NCR, NAVCRUITREG CR (opposite member's), NAVCRUITCOM N3 CR, and CRF Program Manager.

Note: Every effort should be made to resolve issues prior to recommending a force conversion.

d. Chief Recruiter Evaluation Board. Occasionally, a CO may need to reevaluate the professional abilities of their Chief Recruiter. Commanding Officers may relieve a Chief Recruiter with NAVCRUITREG endorsement for misconduct, loss of confidence in their professional ability or determine a lack of support by the Chief Recruiter. After documented counseling and training from the chain of command, to include the NAVCRUITREG CR and/or NAVCRUITREG ACR, the CO may request an evaluation board from the NAVCRUITREG Commander. If the NAVCRUITREG Commander concurs, a CR evaluation board will be convened. The evaluation board will consist of the following members:

(1) Chairman. NAVCRUITREG Commander (opposite member's).

(2) Members. NAVCRUITCOM FORCM, NAVCRUITCOM NCR, Commanding Officer (outside member's NAVCRUITDIST), NAVCRUITREG

CMC, NAVCRUITREG CR (opposite member's), and one post tour Chief Recruiter Master Chief from NAVCRUITCOM N7.

Note: The board process is an evaluation and development tool and shall not be used in the place of disciplinary action due to a member's misconduct.

(3) Recommendations and findings. Will be forwarded to NAVCRUITCOM N1 for routing and final approval by Navy Recruiting Command. The package should include one of the following recommendations:

(a) Retain as Chief Recruiter with training requirements as specified; or

(b) Relieve as Chief Recruiter with recommendation to retain in a billet commensurate with the member's pay grade. Any necessary permanent change of station moves will be coordinated on a case-by-case basis with NAVCRUITCOM N1.

(4) Relief. Every effort should be made to resolve issues prior to relieving a Chief Recruiter. In all cases Commander, Navy Recruiting Command must concur with the decision prior to effecting the relief.

e. Assistant Chief Recruiter Relief policy. Every effort should be made to resolve issues prior to the relieving an Assistant Chief Recruiter. In cases other than misconduct the NAVCRUITREG Commander must concur with the decision prior to effecting the relief.

(1) Commanding Officers may relieve an Assistant Chief Recruiter with NAVCRUITREG endorsement for misconduct, loss of confidence in their professional ability, or determine a lack of support by the Assistant Chief Recruiter.

(2) The Commanding Officer shall determine whether to retain the member on recruiting duty or submit the request for a force conversion.

Note: In the event a force conversion is warranted, disciplinary actions should be concluded before final recommendation is forwarded to NAVCRUITCOM. Any necessary PCS moves or conversions will be coordinated on a case-by-case basis with NAVCRUITCOM N1.

f. Zone Supervisor Relief Policy. Every effort should be made to resolve issues prior to the relieving a Zone Supervisor. In cases other than misconduct the Region Commander must concur with the decision prior to effecting the relief.

(1) Commanding Officers may relieve a Zone Supervisor with NAVCRUITREG endorsement for misconduct, loss of confidence in their professional ability, or determine a lack of support by the Zone Supervisor.

(2) The Commanding Officer shall determine whether to retain the member on recruiting duty or request a fault transfer for NEC 9585 or force conversion in the case of Career Recruiter Force personnel.

Note: In the event a fault transfer or force conversion is warranted, disciplinary actions should be concluded before final recommendation is forwarded to NAVCRUITCOM. Any necessary PCS moves or conversions will be coordinated on a case-by-case basis with NAVCRUITCOM N1.

1410. ADMINISTRATIVE ACTIONS PRESCRIBED FOR CRF MEMBERS FOR PERFORMANCE DEFICIENCIES OR DISCIPLINARY INFRACTIONS. Members who demonstrate lack of integrity, create disciplinary problems or who fail to perform at a level commensurate with their pay grade will be subject to one or more of the following actions:

- a. Force Conversion.
- b. Nonjudicial punishment as appropriate.
- c. Relief from a position of responsibility. Where necessary proximity or out-of-proximity moves should be coordinated with NAVCRUITCOM N1.
- d. Removal of Qualification.
- e. Termination of SDAP. In instances where an individual is no longer performing the job for which SDAP is designated, it must be terminated in accordance with OPNAVINST 1160.6.
- f. Documentation of performance deficiencies in periodic or special evaluations should be reported to BUPERS under the provisions of BUPERINST 1610.10.
- g. Administrative separation.

1411. CAREER RECRUITER FORCE PROGRESSION LADDER (Tab C). The progression ladder is a guide for the types of positions an individual should seek. It does not guarantee advancement. Continued hard work and consummate professionalism remain key ingredients of a successful career. CRF members can expect to serve in a variety of billets commensurate with their paygrade.

Career Recruiter Force Career Progression Ladder

Tab C

Rate Leadership Positions	TIR	Production Leadership Positions (Note 1)	Significant Additional Positions (Note 2)	Developmental (Note 2)
NCCM	10-15	NAVCruitCOM National CR (Note 3&4&9) NAVCruitCOM N3 CR (Note 3&4&9) Region CR (Note 3&4&9)	Region Assistant Chief Recruiter (Note 3&4&9)	RQAT/RTC Liaison (Note 4&9) NRC Staff (Note 4&9) CRF Detailer (Note 4&9) ECM TECHAD (Note 4&9) SEA (Note 4&9)
	8-12	Chief Recruiter (CR) (Note 6&9)		
NCCS	6-12	Assistant Chief Recruiter (ACR) (Note 5&9) Command Trainer (IT, Note 5&9)	Region Trainer (IT, Note 5&8&9) NRC Staff (Note 5&8&9) NORU/N7 (IT, Note 5&8&9)	Officer Programs (Note 8&9) Recruiter (Note 9) RQAT (Note 5&9)
	3-9	Zone Supervisor (Note 8&9)		
NCC	3-8	Zone Supervisor (Note 8&9) Officer Programs Recruiter (Note 7&9)	Region Trainer (IT, Note 5&8&9) NRC Staff (Note 5&8&9) NORU/N7 (IT & Note 5&8&9) FORCE EA (Note 3&9)	RQAT (Note 5&9) Recruiter (Note 9)
	0-3	RinC (Med/Large Station) (Note 9)	District Trainer (IT, Note 5&9)	
NC1	0-5	RinC (Med/Large Station) NRD DEP Coordinator (Note 7) Recruiter and Recruiter Classifier	District Trainer (Note 7)	Officer Programs Recruiter (Note 7)
NC2	2-5	RinC (Small Station)	NRC RQAT NORU	Explanation of Acronyms - Navy Recruiting Command - Recruit Quality Assurance Team - Navy Orientation Recruiting Unit
	0-3	Recruiter and Recruiter Classifier		

1-C-1

800

Note 1: Years as a CRF is a guideline based on normal progression.
 Note 2: All CRF will attend the CRF academy during first CRF PCS.
 Note 3: Controlled Position. Requires NAVCRUITCOM approval.
 Note 4: Post tour Chief Recruiter experience position.
 Note 5: Final PQS Qualification and 36 months minimum ZS experience.
 Note 6: ACR qualification required with minimum 12 months experience.
 Note 7: RinC qualification required minimum 24 months RinC experience.
 Note 8: All Zone Sup and Post tour Zone Sup positions require attendance of CRF "C" course at NORU.
 Note 9: Active Duty and Navy Reserve Management position.

Tab C

1-C-1

Change 8
21 MAY 2009

Tab CC

Sample Commanding Officers Endorsement

Ser N00/____
Date

From: Commanding Officer, Navy Recruiting District,

To: Commander, Navy Recruiting Command (N1121)

Subj: CRF HOMETOWN RECRUITER CONVERSION ICO
SM1(SW) DAVID SAILOR,USN, XXX-XX-1111

Ref: (a) BUPERSINST 1133.29 (Series)
(b) OPNAVINST 6110.1 (Series)

Encl: (1) NAVPERS 1306/7 ICO SNM
(2) NAVPERS 1070/613 Administrative Remarks
(3) NAVPERS 1070/604 Personnel Qualification Standards
(4) NAVPERS 1616/26 of _____
(5) NAVPERS 1616/26 of _____
(6) NAVPERS 1616/26 of _____

1. Forwarded, with my strongest possible recommendation for immediate selection to the Career Recruiter Force Hometown Recruiting (CRFHR) Program. As a Recruiter in NRS _____, he was responsible for the station winning Small Station of the Year for FY 2007. He set the standard and established himself as an exceptional leader, trainer, and superior recruiter who wrote 42 contracts in his first year. Petty Officer Sailor is an extremely motivated, diligent, and skillful recruiter and Sailor. His drive to succeed, skillful ability, and leadership traits make him a vital asset to this command and community. Do not let this Sailor go back to the fleet, recruiting needs him as a NC!

2. I certify that Petty Officer Sailor meets the guidelines as set forth in reference (a), in that

a. Petty Officer Sailor meets all physical readiness standards and is in full compliance with the height/weight and body composition standards per reference (b).

Subj: CRF HOMETOWN RECRUITER CONVERSION ICO MM1(SW) DAVID
SAILOR,USN, XXX-XX-1111

b. Petty Officer Sailor is PQS certified in the position of Recruiter at NAVCRUITDIST Successful.

c. Petty Officer Sailor has maintained screening qualifications per MILPERSMAN article 1306-900 and 1306-965 and is qualified for this duty.

3. Petty Officer Sailor's remarkable leadership and commitment to excellence earned my strongest recommendation for immediate conversion to Navy Counselor (Recruiter) (NCR). I have no doubt he will succeed as my top CRF Hometown Recruiter - select him now!

(Signature)

Copy to:
COMNAVCRUITREG (as appropriate)
MM1(SW) Sailor

1-CC-2

Change 8
21 MAY 2009

Tab CCC

Sample Commanding Officers Endorsement

5400
Ser 00/
Date

From: Commanding Officer, Navy Recruiting District, (NRD Name)
To: Commander, Navy Personnel Command (PERS-4010)
Via: (1) Commander, Navy Recruiting Region (East or West)
(2) Commander, Navy Recruiting Command (N1)

Subj: CAREER RECRUITER FORCE (CRF) FORCE CONVERSION/RATE
REVERSION REQUEST ICO RATE, NAME, USN, XXX-XX-1234

Ref: (a) NAVCRUITCOMINST 5400.2 (Series)

Encl: (1) NAVPERS 1306/7 Enlisted Personnel Request with
three ratings listed
(2) NAVPERS 1221/1 NEC Change Request
(3) Copy of NAVPERS 1626/7, Report of Disposition of
Offense(s)(if applicable)
(4) Supporting documentation as required (training
records, Personnel Qualification Standards, etc.)
(5) Statement of member acknowledging force conversion/
reversion
(6) Statement of member intends to/or not make a
statement
(7) Copy of terminated Special Duty Assignment Pay Ltr
(8) Copies of member's last three NAVPERS 1616/26s

1. Per reference (a), enclosures (1) through (8) are forwarded
requesting CRF force conversion/rate reversion for (name).

2. The following information is provided:

- a. Rate, Name, SSN, PNEC/SNEC
- b. Expiration of Active Obligated Service (EAOS) as
extended: DD MMM YYYY
- c. Date reported: DD MMM YYYY
- d. Projected Rotation Date (PRD): MMM YYYY

Subj: CAREER RECRUITER FORCE (CRF) FORCE COVERSION/RATE
REVERSION REQUEST ICD-1001 NAME, USN, XXX-XX-1234

- e. Production status: (on or off)
- f. Number of family members:
- g. Location of family members and household effects:
- h. Member's three rating choices:
- i. Member's duty preferences:
 - (1) Shore duty:
 - (a)
 - (b)
 - (c)
 - (2) Sea Duty:
 - (a)
 - (b)
 - (c)
- j. Specific and detailed facts supporting forced conversion request.
- k. Command's recommendation.

(Signature)

Copy to:
Member

CHAPTER ONE
ADMINISTRATION AND PERSONNEL

SECTION FIVE
ADMINISTRATION OF RECRUITERS (NEC 9585/9586/9587)

1501. INITIAL ASSIGNMENT

a. Fleet personnel are ordered to NAVCRUITCOM Headquarters as Cyberspace recruiters (NEC 9585) and to NAVCRUITDISTs as production recruiters (NEC 9585 or 9587) or recruiter classifiers (NEC 9586). Prescribed tour lengths are outlined in the Navy Military Personnel Manual (MILPERSMAN).

b. Upon initial communication with a member desiring orders as a NEC 9585 production recruiter, the NAVCRUITDIST must temporarily assign the member to a Zone prior to the release of orders. Every effort must be made to assign the member to a Navy Recruiting Station (NAVCRUITSTA) within that Zone upon receipt of the member's Permanent Change of Station (PCS) orders. If the member has previous recruiting experience and already holds the 9585 NEC, consideration should be given to directly assign as a 9587 NEC. Commanding Officers desiring to initiate any order modification must contact NAVCRUITCOM N11.

c. Upon receipt of PCS orders assigning a member to recruiting duty, the NAVCRUITDIST must provide the transferring command with the Ultimate Duty Station (ULTDUSTA) assignment, normally a NAVCRUITSTA, for inclusion in the member's Standard Transfer Order (STO) prior to transfer in accordance with the MILPERSMAN.

1502. RECRUITER DEVELOPMENT BOARD (RDB), RECRUITER QUALIFICATION BOARD (RQB), RECRUITER EVALUATION BOARD (REB). It is incumbent upon each NAVCRUITDIST to provide the training and assistance necessary for Sailors to succeed during their tour in recruiting. To ensure new recruiters are making satisfactory progress and/or to identify areas where they need additional training and assistance, the NAVCRUITDIST will conduct the following series of training reviews and evaluations during the recruiter's first nine months on production:

a. ENRO Student Training Record Review. NAVCRUITCOM ORIENT UNIT will provide the NAVCRUITDIST with an assessment of the recruiter's performance during ENRO to include test scores and other graded evolutions. The record will be reviewed by the command group to assist in the development of a tailored training plan and then filed in the recruiter's command residual file with a copy to their training jacket.

b. Recruiting Development Board (RDB). The RDB is held during the recruiter's third month on production and anytime afterwards as needed. The purpose of the RDB is to check the recruiter's progress since graduation from NAVCRUITCOM ORIENT UNIT, determine status towards PQS qualification, identify areas where the recruiter may need additional training and assistance, and discuss any personal/professional issues that may hinder their development.

(1) Board membership:

- (a) Executive Officer (XO) - Board President
- (b) Enlisted Programs Officer
- (c) Command Master Chief
- (d) Chief Recruiter or Assistant Chief Recruiter
- (e) NAVCRUITDIST Trainer - Recorder

(2) The recruiter shall provide the following records, logs, and reports:

- (a) Training Record (including completed Command Indoctrination Checklist)
- (b) All Applicant Logs
- (c) Production Analysis Training and Evaluation (PATE)
- (d) DEP Folders
- (e) School Folders/SOAR Binders
- (f) Recruiter Planner
- (g) Recruiter's Territory Breakdown
- (h) Completed NAVCRUIT 1130/50 (5-08) Tab D (the Tab D must be signed by the member, RinC and Zone Supervisor).

(3) At a minimum, the RDB must accomplish the following:

(a) Review Tab D and all items provided in paragraph b (2).

(b) Receive member's feedback on the command's check-in process, PQS and training programs, quality of work environment, and quality of life (member and family).

(c) Identify any personal or professional problems that may impact performance (EFM, medical, financial, PFA, language barrier, domestic issues, etc.).

(d) Conduct a sales lab.

(e) Determine whether the recruiter is tracking towards PQS qualification within the first six months of the recruiter's assignment on production.

(f) Complete Tab E and forward with Tab D to Commanding Officer (CO) for final review/comment.

(4) The final recommendation of the RDB must be one of the following:

(a) Satisfactory

(b) Unsatisfactory. A specific training track will be provided within two working days that ensures the recruiter will qualify by their sixth month on production.

(5) The NAVCRUITDIST XO will debrief the recruiter on the results of the RDB and task members of the board with specific actions to ensure the recruiter receives necessary training and support to resolve all noted issues. The NAVCRUITDIST trainer will maintain completed TABs D and E in the recruiter's command residual file and the recruiter's training jacket until the member transfers from the command.

c. Recruiter Qualification Board (RQB). The RQB is typically held no later than the recruiter's sixth month on production as outlined in COMNAVCRUITCOMINST 1136.2. Normally, recruiters who have been on production for six months have developed the initial skill sets and self-confidence necessary to effectively recruit.

(1) Board membership is specified in COMNAVCRUITINST 1136.2.

(2) The final recommendation of the RQB must be one of the following:

(a) Qualified

(b) Failed with only limited improvement needed to qualify. A specific training track shall be provided to qualify the recruiter by their ninth month on production.

(c) Unsatisfactory with formal counseling required. A detailed Plan of Action and Milestones (POA&M) will be developed and a mentor/trainer assigned with the intent of qualifying the recruiter by the ninth month on production.

d. Recruiter Evaluation Board (REB). The REB is held for those recruiters who fail to pass the RQB by their ninth month on production, or who successfully pass the RQB but whose production has been continually below average during their first nine months in recruiting. The primary purpose of the REB is to evaluate whether the recruiter has the potential to eventually succeed or is incompatible with recruiting duty and should be made available to their rating detailer. The REB, if required, will be held no later than the end of the recruiter's ninth month on production.

(1) Board membership:

(a) XO - Board President

(b) Command Master Chief

(c) Enlisted Programs Officer

(d) Chief Recruiter

(e) Command Trainer - Recorder

(2) The final recommendation of the REB must be one of the following:

(a) Retain on recruiting duty. A POA&M will be forwarded to the CO via the chain of command. If the POA&M is approved by the CO, the recruiter cannot be no-fault transferred at a later date due to low or poor recruiting production.

(b) Recommend recruiter's transfer due to incompatibility with recruiting duty. An Incompatible With Recruiting Duty transfer request will be forwarded to the Navy Recruiting Region within five working days after the CO's approval of board deliberations.

1503. INCOMPATIBLE/NO-FAULT/FAULT TRANSFERS

a. General Policies

(1) Incompatible, no-fault and fault transfers will not be used as a substitute for disciplinary action.

(2) Incompatible, no-fault and fault transfers only apply to personnel currently assigned as an NEC 9585, NEC 9586 or NEC 9587.

Career Recruiting Force and support personnel, including NEC 2612, are not eligible for incompatible, no-fault or fault transfers.

(3) Recruiters may not request an incompatible or no-fault transfer. Recruiter statements, which request such action, are not acceptable and will be returned without action.

(4) Recruiters with approved incompatible, no-fault, or fault transfers must have their NEC 9585 revoked and must be reassigned per the MILPERSMAN. Commands must submit NAVPERS 1221/6 (Navy Enlisted Classification (NEC) Change Request), requesting removal of the NEC 9585 upon receipt of approval message. Special Duty Assignment Pay (SDAP) must be terminated per OPNAVINST 1160.6.

(5) Recruiters processed for an incompatible, no-fault or fault transfer must be provided an opportunity to review the transfer request package, provide a signed statement affirming their review of the transfer request, and be given the opportunity to provide a written statement for forwarding with the NAVCRUITDIST CO's letter.

(6) Incompatible, no-fault, and fault transfer requests are submitted by letter to Commander, Navy Personnel Command (PERS-4010) via NAVCRUITREG and NAVCRUITCOM N1. The request may be initiated by the appropriate NAVCRUITREG Commander or NAVCRUITDIST CO, but must not be used as endorsement to an individual's request for transfer.

(7) If the transfer recommendation is based upon or indicates alcohol abuse, the procedures in OPNAVINST 5350.4 must be followed. A statement must be made containing the results of the medical consultation and the disposition of the individual. If the Alcohol Rehabilitation Center report states the individual should not be assigned to recruiting duty (for medical reasons), the individual must be processed for a no-fault transfer.

(8) If a recruiter who has been recommended for an incompatible, no-fault or fault transfer requests transfer to the Fleet Reserve:

(a) The Fleet Reserve request should be immediately completed and forwarded to PERS-823. The CO's endorsement to the Fleet Reserve request should state that incompatibility, no-fault, or fault transfer is under submission by separate correspondence.

(b) When the incompatible, no-fault, or fault transfer request is forwarded, a copy of the Fleet Reserve request should be attached as an enclosure.

(9) Requests must be handled expeditiously, as retention of nonproductive personnel for extended periods imposes undue hardship to the individual and is counterproductive to mission effectiveness and command morale.

(10) Availability reports are initiated by the member's command only after the transfer request is approved by NAVPERSCOM (PERS-40) and the message prompting availability is received.

(11) Reassignment for incompatible, no-fault, and fault transfers are made in accordance with the guidelines of the MILPERSMAN.

(12) Personnel made available for incompatible, no-fault, and fault transfers are ineligible for future assignment to recruiting or recruiting support duty.

b. Incompatible with Recruiting Duty Transfer. "Incompatible with Recruiting Duty" transfers are made without prejudice to the recruiter and should not reflect unfavorably on their record. The request will be submitted within five working days of the REB by official letter to Commander, Navy Personnel Command (PERS-4010) via NAVCRUITREG and NAVCRUITCOM N1 (Sample CO Endorsement requesting Incompatible with Recruiting Duty Tab H). The request must contain the following information:

(1) Rate, Name, SSN, PNEC/SNEC

(2) Expiration of Active Obligated Service

(3) Date reported and current PRD

(4) Production Status (on or off)

(5) Number and location of dependents and household effects

(6) List the individual's shore/sea duty preferences

(7) State specific reasons for the transfer request (e.g., qualified but continually low production or failure to meet qualifications per NAVCRUITCOMINST 1136.2) and any actions taken by the command.

(8) Enclose all documentation from the RDB (Tabs D and E), RQB and REB. A copy of the recruiters PQS, PQS extensions, Station Indoctrination and all training documentation must be attached.

(9) A statement signed by the recruiter that they have reviewed the "Incompatible for Recruiting Duty" transfer package must be included as an enclosure.

(a) If the recruiter desires to make a statement, it must address the specific facts contained within the transfer recommendation only.

(b) Should the recruiter not desire to make a statement, it needs to be indicated in writing as follows: "I have reviewed the "Incompatible for Recruiting Duty" transfer and do not desire to make a statement."

(10) Enclose copies of the member's last three NAVPERS 1616/27 (Evaluation and Counseling Record).

c. No-Fault Transfer. No-fault transfers are made without prejudice to the recruiter and should not reflect unfavorably on their record. Reasons for no fault transfers normally relate to the mental and physical well being of the recruiter and/or his family and may involve medical/health problems, financial difficulties or domestic issues. No-Fault transfers will not be used for exceptional family member (EFM) cases or humanitarian reasons (HUMS). For EFM, follow the guidance provided in OPNAVINST 1754.5 and for HUMS refer to MILPERSMAN 1300-500.

(1) No fault transfers shall not be requested due to low recruiter production.

(2) The command should provide adequate assistance to help rectify the problem. This may involve medical attention, financial counseling, legal/domestic counseling, alcohol/drug rehabilitation, attendance at defensive driving courses, etc. If a no-fault transfer is still deemed necessary then medical documentation (written disposition recommendations from a military medical officer), financial statements, statement by the individual, or other similar substantiating documentation must be included as enclosures. COs must ensure recruiters who are recommended for no-fault transfers understand such action must not be reflected in their service record.

(3) A request for no-fault transfer must be submitted by official letter to Commander, Navy Personnel Command (PERS-4010) via NAVCRUITREG and NAVCRUITCOM N1, and will contain the following information (Sample CO Endorsement requesting No-Fault Transfer Tab I):

(a) Rate, Name, SSN, PNEC/SNEC

(b) Expiration of Active Obligated Service

(c) Date reported and current PRD

(d) Production status. If the recruiter is off-production, indicate duties currently being performed.

(e) Number and location of dependents and household effects.

(f) List the individual's shore/sea duty preferences.

(g) State the specific reason and facts for recommending a no-fault transfer and a synopsis of actions taken by the command to resolve the issue.

(h) Specific recommendations from a military medical officer must be included if the problem is with a recruiter's medical status. Problems relating to the recruiter's dependents must include any information available and are handled on a case-by-case basis.

(i) A statement signed by the recruiter that he/she has reviewed the no-fault transfer package. This statement must be included as an enclosure to the CO's letter.

1. If the recruiter desires to make a statement, it must address the specific facts contained within the no-fault transfer recommendation only.

2. Should the recruiter not desire to make a statement, they must indicate in writing: "I have reviewed the no-fault transfer and do not desire to make a statement."

d. Fault Transfers. Fault transfers are made with prejudice to the recruiter and should reflect unfavorably on their record. COs should use the fault transfer when the infraction could impact recruiting efforts in the community or results in the inability of the member to perform in the capacity of a recruiter. The transfer request must not be submitted prior to final disposition of NJP/civil action/medical boards, including appeals to NJP. A fault transfer must list the specific reason for which an individual is recommended for transfer.

(1) A list of possible reasons for fault transfer includes:

(a) Recruiter malpractice

(b) Personal misconduct (E.g., fraternization, sexual misconduct, driving under the influence of alcohol or drugs in any vehicle. Refer to SECNAVINST 5300.29 for specific guidelines concerning drug abuse and driving under the influence).

(c) Misuse of government property or funds.

(d) Indebtedness and failure to discharge just obligations (declaration of bankruptcy is not considered cause for a fault transfer).

(2) Letter requests for fault transfers must be submitted to Commander, Navy Personnel Command (PERS-4010) via NAVCRUITREG and NAVCRUITCOM N1, and will contain the following information (Sample CO Endorsement requesting Fault Transfer Tab J):

(a) Rate, Name, SSN, PNEC/SNEC

(b) EAOS

(c) Date reported/PRD

(d) Production Status (on or off)

(e) Number and location of dependents and household effects.

(f) Specific and detailed facts justifying the fault transfer recommendation. Comments must be limited to those events or incidents that occurred while the member was assigned as a recruiter.

1. State a specific reason (not symptom) for the fault transfer.

2. Provide information and examples, which support the reason for the transfer.

3. Ensure statements, attached as enclosures to the CO's letter strongly support the command's position and does not contradict the reason for the fault transfer. When possible, show the command's attempts to ensure the individual's success. Proper training and subsequent documentation in the member's training record must support this.

(h) Enclose all NJP documentation to include date, violations (specifications) and punishment awarded in the CO's letter. If the member requested an appeal to the NJP, state the

disposition of this appeal and include the letter of resolution from NAVCRUITCOM as an enclosure. **Do not forward the fault transfer request until the appeal is resolved by NAVCRUITCOM.**

(i) A statement signed by the recruiter that they have reviewed the fault transfer request must be an enclosure to the CO's letter.

1. If the recruiter desires to make a statement, it must address the specific facts contained within the fault transfer recommendation only.

2. Should the recruiter not desire to make a statement, it needs to be indicated in writing: "I have reviewed the fault transfer and do not desire to make a statement."

(j) Enclose copies of the member's last three NAVPERS 1616/27 (Evaluation and Counseling Record).

(k) Enclose copy of Special report if member is reduced in rank as a result of non-judicial punishment. See BUPERSINST 1610.10B for specific guidance on closing out the member's evaluation.

1504. PREGNANCY. Female recruiters who become pregnant must be retained on recruiting duty unless they request separation from active duty; OPNAVINST 6000.1 contains the guidelines to be followed for the management of pregnant service members. It is not meant to replace good medical judgment in the management of uncommon or complicated situations. The following policy applies:

a. Pregnant recruiters who are productive are to be retained as long as they can continue to recruit effectively without endangering their health.

b. Upon completion of maternity leave, they must be returned to full production status.

c. Where overall performance characteristics warrant removal from recruiter duties, fault or no-fault transfers, as appropriate, should be initiated. However, pregnancy and/or dependency status alone are not criteria for transfer.

1505. RECRUITER/CLASSIFIER NEC 9586. The Recruiter/Classifier performs as a classification interviewer at MEPS or NRPS, with the same responsibilities as a PS NEC 2612 classifier and receives SDAP. Members holding the 9586 NEC may only classify on recruiting duty. They interview applicants for enlistment to determine optimal enlistment program assignment using the Personalized Recruiting for

Immediate and Delayed Entry (PRIDE) System. The NAVCRUITDIST CO may delegate signature authority to assign applicants to programs.

a. To receive the NEC 9586, the member must meet the following criteria:

(1) Possess the NEC 9585 (Recruiter/Canvasser).

(2) Be an E5 through E9 of any rating.

(3) Have 18 months remaining to PRD.

(4) Successfully complete Enlisted Classification school.

(5) Be assigned in the proximity of the NAVCRUITDIST or NRPS at which they will be classifying (otherwise, an out-of-proximity move request per Section 1506 must be requested).

b. The NAVCRUITDIST is responsible for ensuring members with NEC 9586 are given the proper Distribution NEC (DNEC) to ensure eligibility for the proper SDAP level.

c. At the CO's discretion, a NEC 9586 may return to duties as a recruiter with reinstatement of SDAP at the 9585 NEC level. The NAVCRUITDIST will ensure the member's DNEC is reverted to NEC 9585.

1506. CHANGE OF STATION/NAVCRUITDIST MOVE PROCEDURES AND CRITERIA

a. General. Permanent Change of Station (PCS) procedures have been established for the purpose of moving production recruiters, career recruiters, and recruiter/classifiers within a NAVCRUITDIST to meet emergent requirements and provide upward mobility.

b. Definitions:

(1) Permanent Duty Station (PDS). A member's PDS is the activity (i.e., NAVCRUITSTA, NRPS, NAVCRUITDIST) to which they were originally assigned and includes the corporate boundaries of the city or town in which the activity is located. Two NAVCRUITSTAs can be 15 miles apart and still be located in the same PDS; alternatively, two NAVCRUITSTAs can be ten miles apart and not be located in the same PDS. NAVCRUITDISTs must exercise best judgment in making such determinations. A move within the same PDS is a "No Cost" move.

(2) Short Distance Move. Short distance moves are only authorized when both permanent duty stations are in an area serviced by the same local transportation network or where the member can

reasonably be expected to commute daily from home to both duty stations. A relocation of household goods is not authorized for this type of move.

c. Authorized moves are defined as:

(1) Short Distance (No Cost) Moves. All short distance (no cost) moves of 50 miles or less from the member's household goods to proposed PDS can be approved by the respective NAVCRUITDIST CO. All moves more than 50 miles can be approved by the NAVCRUITDIST's Region Commander. Regions will submit a monthly report (Tab EE) (NAVCRUIT 4050/1) to NAVCRUITCOM N1 listing all approved no cost moves within their Region. Report Control Symbol 4050-1 has been assigned to the reporting requirement (Negative Reports Required). Requests moving a member more than once during a tour must be forwarded to NAVCRUITCOM N1 for approval. If approved, Chief Administrators must verify BAH levels and Special Duty Assignment Pay changes if moving from or to a production billet. The CO of the NAVCRUITDIST must ensure all items in Tab F are completed and allowance changes are forwarded to the appropriate Personnel Support Detachment (PSD). Tab F must be filed in the member's service record with a copy maintained at the command.

(2) Out-of-Proximity (Enlisted). If the new assignment involves a change of PDS to a new PDS that is not in proximity to the old PDS, a PCS order is required. Members executing these moves receive all PCS allowances, including relocation of household effects. An Out-of-Proximity (OOP) move may be requested using TAB G (Sample Permanent Change of Station (PCS) Move Request). The member must have a minimum of 12 months onboard, computed to proposed transfer date, with at least 18 months remaining onboard until PRD. If the member needs to extend PRD to match 18 month requirement, submit NAVPERS 1306/7 as an enclosure with OOP request. Moves cannot be executed until the month authorized by the official BUPERS order. PERS-4010 issues PCS orders authorizing the move. Out-of-Proximity move requests must be routed by official letter to Navy Personnel Command (PERS-4010) via NAVCRUITREG and NAVCRUITCOM N1.

(3) Permissive Reassignment for Personal Convenience. A member may wish to be transferred to a new PDS solely for personal convenience. Permissive reassignments should not be used, solely to move personnel into positions of upward mobility (e.g., RinC, Z/S, etc.). Personal convenience moves of 50 miles or less from the member's household goods to proposed PDS can be approved by the respective NAVCRUITDIST CO. All moves more than 50 miles can be approved by the NAVCRUITDIST's Region Commander. Regions will submit a monthly report RCS 4050-1 (Tab EE) to NAVCRUITCOM N1 listing all approved personal convenience moves (Negative Reports Required).

Requests moving a member more than once during a tour must be forwarded to NAVCRUITCOM N1 for approval. If approved, Chief Administrators must verify BAH levels and Special Duty Assignment Pay changes if member is moving from or to a production billet. The NAVCRUITDIST CO must ensure all entitlements have been verified and allowance changes are forwarded to the appropriate PSD/Customer Service Detachment (CSD). Copies of entitlement and level of SDAP changes must be maintained at the command

d. Important. Under NO circumstances should moves be executed until the month authorized by official approving letter.

1507. OFF-DUTY EMPLOYMENT. Employment of Recruiter and Support personnel in the civilian sector is subject to the CO's approval and provisions of DoD 5500.7-R and MILPERSMAN 5370-010.

1508. PERSONNEL REQUESTS. Enlisted Personnel Action Requests (NAVPERS 1306/7) must be submitted in accordance with MILPERSMAN directly to the appropriate NPC code.

1509. EXCEPTION TO POLICY REQUESTS. Requests for exceptions to policy should be kept to a minimum. They are designed to provide temporary solutions to unforeseen management problems and may be authorized on a case-by-case basis for no longer than six months. Other avenues should be sought to remedy long-term management problems. If a member is eligible for SDAP and the exception is to a non-SDAP billet, SDAP must be terminated immediately in accordance with OPNAVINST 1160.6. Submit all exception to policy requests to NAVCRUITCOM N1 via the chain of command.

1510. 6YO/NUCLEAR FIELD RECRUITER

a. NAVCRUITDISTs normally have at least two nuclear qualified personnel assigned (one to be assigned as the 6Y0/Nuclear Field Recruiter). A trained nuclear qualified recruiter must fill the 6Y0/Nuclear Field Recruiter billet. Should circumstances dictate the temporary assignment of a non-nuclear trained recruiter, an AEF/ATF trained individual, preferably qualified in submarines, should fill the billet. NAVCRUITDISTs must notify the Region, in writing, when a trained nuclear qualified recruiter is not assigned to the 6Y0/Nuclear Field Recruiter billet.

b. To preclude excessive PCS costs, all nuclear qualified recruiters should be stationed within proximity of the NAVCRUITDIST Headquarters or MEPS, in the event the recruiter is needed to fill the 6Y0/Nuclear Field Recruiter billet.

1511. MANPOWER AUTHORIZATION BILLET CHANGE REQUESTS. Any requests for manpower authorization changes must be forwarded to NAVCRUITCOM N1 via the chain of command. Refer to Section 6, Article 1601 in this Chapter.

[Print Form](#)
[Submit by Email](#)

TAB D

Recruiter Development Board Input			
1. Rate/Name:		2. Position:	
3. Date Reported:	4. NRS:	5. NRS RAF: _____ # Recruiters Onboard : _____	
6. Recruiter Market Data: (a) How many High Schools assigned? _____ (b) % of NRS' market assigned? _____ (c) Total DoD ASAD(Past 12 Months) _____ Navy DOD ASAD _____			
7. Training: (a) % of PQS completed: _____ (b) MEPS Indoc completed: _____ (c) How many COIs developed? _____ (d) How many presentations conducted? _____ (e) # accompanied by Zone Supervisor or RinC: SOARs _____ PDC _____ Visits (Home/School) ____/____ High School Presentations _____ 72 hr Indoc _____			
8. Production: (a) NCO to Date: Active _____ Reserve _____ (b) # DEP Attrites to Date: IM _____ OM _____			
9. Recruiter comments: (a) Strengths, areas to improve: (b) Do you foresee any reason you will not be able to PQS qualify by your 6 th month? _____			
10. RinC comments: (a) Performance, strengths, areas to improve: (b) Is recruiter on track to complete PQS by 6 th month? _____			
11. Zone Supervisor comments: (a) Performance, strengths, areas to improve: (b) Recommendations:			
12. Signature:			
_____ (Member)		_____ (RinC)	
		_____ (Zone Supervisor)	
NAVCruit 1130/50 (Rev 5-08)			

This form is located and the following web site: [http://www.cnrc.navy.mil/Publications/Forms/1130_50\(5-08\).pdf](http://www.cnrc.navy.mil/Publications/Forms/1130_50(5-08).pdf)

Change 9

1-D-1

11 Sep 2009

Tab E

Recruiter Development Board Results Format

From: President, Recruiter Development Board
To: Commanding Officer, Navy Recruiting District _____

Subj: RECRUITER DEVELOPMENT BOARD ICO _____

Ref: (a) COMNAVCRUITCOMINST 5400.2

Encl: (1) Tab D

1. A Recruiter Development Board for SNM was conducted on (Date)
The following pertains:

a. Board Membership:

(1) President: _____
(2) Member: _____
(3) Member: _____
(4) Member: _____
(5) Member: _____

b. Findings: Satisfactory _____ Unsatisfactory _____

c. Comments: _____

d. Recommendations: _____

(Signature of Board President)

From: Commanding Officer, Navy Recruiting District _____
To: President, Recruiter Development Board

1. I hereby Approve/Disapprove (circle one) of the findings and
recommendations of the board.

(Signature of Commanding Officer)

Copy To: Service member

Tab F

No Cost Move Format

From: Commanding Officer, Navy Recruiting District _____

To: _____ (Recruiter) _____, USN, _____ (SSN) _____

Ref: (a) COMNAVCRUITCOMINST 5400.2

Block 1. Personal Data:

Recruiter To Be Relocated: _____

Current Assignment: _____

Proposed Assignment: _____

Block 2. Justification

Date: _____

(Current assignment) is within the same corporate boundaries as (proposed assignment), therefore, the proposed relocation constitutes a no cost move. A no cost move is a permanent change of assignment where the commuting distance does not require you to change your place of residence and is within the same permanent duty station. You are not authorized any of the entitlements or reimbursements of a PCS transfer. This move meets all the requirements of the officer transfer manual (NAVPERS 15909), and the no cost move is authorized.

(Signature of Commanding Officer)

Block 3. Recruiter Acknowledgement

Date: _____

I accept the no cost move from (current assignment) to (proposed assignment).

(Signature of Recruiter)

Tab G

Sample Permanent Change of Station (PCS) Move Request

From: Commanding Officer, Navy Recruiting District _____
To: Chief of Naval Personnel (PERS-4010)
Via: (1) Commander, Navy Recruiting Region _____
(2) Commander, Navy Recruiting Command (N1)
Subj: PERMANENT CHANGE OF STATION (PCS) MOVE REQUEST,
OUT-OF-PROXIMITY ICO RATE, NAME, USN(R), XXX-XX-1234
Ref: (a) COMNAVCRUITCOMINST 5400.2
Encl: (1) NAVPERS 1306/7 ICO _____
(If Applicable)

1. The following move meets the criteria for subject permanent change of station move as defined in reference (a). Enclosure (1) is provided (if requesting to extend PRD to meet requirements for OOP).

2. Move information:

a. Member's rate and name:
b. SSN:
c. Date Detached from last Permanent Duty Station (PDS):
d. Current PRD:
(Member must have 18 months remaining for out-of-proximity move. Enclose NAVPERS 1306/7 requesting extension if applicable.)

e. Proposed transfer month: (Must be a different FY than the date in paragraph 2.c.)

f. Current PDS:

g. Proposed PDS:

3. Justification for the move:

(Commanding Officer Signature)

Member's Acknowledgement: I accept the above out-of-proximity move.

(Member's Signature and Date)

Tab H
Commanding Officer's Endorsement for Incompatible for
Recruiting Duty Transfer
Sample Letter Format

5400
Ser 00/
Date

From: Commanding Officer, Navy Recruiting District, (NRD Name)
To: Commander, Navy Personnel Command (PERS-4010)
Via: (1) Commander, Navy Recruiting Region (East or West)
(2) Commander, Navy Recruiting Command (N1)

Subj: INCOMPATIBLE WITH RECRUITING DUTY TRANSFER REQUEST ICO
RATE, NAME, USN, XXX-XX-1234

Ref: (a) NAVCRUITCOMINST 5400.2 (Series)

Encl: (1) Supporting documentation as required (i.e., copies
of Station Indoctrination, RDBs, RQB, REB, PQS, PQS
extensions and training documentation)
(2) Statement of member acknowledging Incompatible
with Recruiting Duty Transfer
(3) Statement of member intends to/or not make a
statement
(4) Copy of terminated Special Duty Assignment Pay Letter
(if member is off-production)
(5) Last three copies of Member's NAVPERS 1616/27
(Evaluation and Counseling Record)

1. Per reference (a), enclosures (1) through (5) are forwarded
requesting non-compatible with recruiting duty request for
(name).

2. The following information is provided:

- a. Rate, Name, SSN, PNEC/SNEC
- b. Expiration of Active Obligated Service (EAOS) as
extended: DD MMM YYYY
- c. Date reported: DD MMM YYYY
- d. Projected Rotation Date (PRD): MMM YYYY
- e. Production status: (on or off)
- f. Number of dependents:

Subj: INCOMPATIBLE WITH RECRUITING DUTY TRANSFER REQUEST ICO
RATE, NAME, USN, XXX-XX-1234

g. Location of dependents and household effects:

h. Member's duty preferences:

1. Shore duty:

- (a)
- (b)
- (c)

2. Sea Duty:

- (a)
- (b)
- (c)

i. Specific and detailed facts supporting incompatible with recruiting duty transfer request.

j. Commanding Officer's recommendation.

Copy to:
Service Member

Tab I
Commanding Officer's Endorsement for No-Fault Transfer
Request - Sample Letter Format

5400
Ser 00/
Date

From: Commanding Officer, Navy Recruiting District, (NRD Name)
To: Commander, Navy Personnel Command (PERS-4010)
Via: (1) Commander, Navy Recruiting Region (East or West)
(2) Commander, Navy Recruiting Command (N1)

Subj: NO-FAULT TRANSFER REQUEST ICO RATE, NAME, USN,
XXX-XX-1234

Ref: (a) NAVCRUITCOMINST 5400.2 (Series)

Encl: (1) Supporting documentation as required (medical
documentation, financial statements, etc.)
(2) Statement of member acknowledging no-fault transfer
(3) Statement of member intends to/or not make a
statement
(4) Copy of terminated Special Duty Assignment Pay Letter
(if member is off-production)

1. Per reference (a), enclosures (1) through (4) are forwarded
requesting no-fault transfer for (name).

2. The following information is provided:

- a. Rate, Name, SSN, PNEC/SNEC
- b. Expiration of Active Obligated Service (EAOS) as
extended: DD MMM YYYY
- c. Date reported: DD MMM YYYY
- d. Projected Rotation Date (PRD): MMM YYYY
- e. Production status: (on or off)
- f. Number of family members:
- g. Location of family members and household effects:
- h. Member's duty preferences:

Subj: NO-FAULT TRANSFER REQUEST ICO RATE, NAME, USN,
XXX-XX-1234

1. Shore duty:

- (a)
- (b)
- (c)

2. Sea Duty:

- (a)
- (b)
- (c)

i. Specific and detailed facts supporting no-fault transfer.

j. Commanding Officer's recommendation.

/s/

Copy to:
Service Member

Tab J
Commanding Officer's Endorsement for Fault Transfer Request
Sample Letter Format

5400
Ser 00/
Date

From: Commanding Officer, Navy Recruiting District, (NRD Name)
To: Commander, Navy Personnel Command (PERS-4010)
Via: (1) Commander, Navy Recruiting Region (East or West)
(2) Commander, Navy Recruiting Command (N1)

Subj: FAULT TRANSFER REQUEST ICO RATE, NAME, USN, XXX-XX-1234

Ref: (a) NAVCRUITCOMINST 5400.2 (Series)

Encl: (1) Supporting documentation as required (final disposition of NJP, civil actions, medical boards, training jacket, etc.)
(2) Statement of member acknowledging fault transfer
(3) Statement of member intends to/or not to submit a statement
(4) Copy of terminated Special Duty Assignment Pay Letter
(5) Copy of NAVPERS 1616/27, Special Report (Evaluation and Counseling Record) (if member is reduced in rank)
(6) Last three copies of member's NAVPERS 1616/27 (Evaluation and Counseling Record)
(7) Copy of Special report (if member is reduced in rank)

1. Per reference (a), enclosures (1) through (7) are forwarded requesting fault transfer for (name).

2. The following information is provided:

- a. Rate, Name, SSN, PNEC/SNEC
- b. Expiration of Active Obligated Service (EAOS) as extended: DD MMM YYYY
- c. Date reported: DD MMM YYYY
- d. Projected Rotation Date (PRD): MMM YYYY
- e. Production status: Off (effective: DD MMM YYYY)
- f. Number of family members:

Subj: FAULT TRANSFER REQUEST ICO RATE, NAME, USN, XXX-XX-1234

- g. Location of family members and household effects:
- h. Member's duty preferences:
 - 1. Shore duty:
 - (a)
 - (b)
 - (c)
 - 2. Sea Duty:
 - (a)
 - (b)
 - (c)
- i. Specific and detailed facts supporting fault transfer.
- j. Command's recommendation.

/s/

Copy to:
Service member

CHAPTER ONE
ADMINISTRATION AND PERSONNEL

SECTION SEVEN
AWARDS

1701. GENERAL. The Commanding Officer or higher authority should recognize recruiting personnel who, in their judgment, have performed noteworthy or commendable accomplishments beyond the usual requirements of duty. Recognition can be in the form of a letter of appreciation, commendation or a personal decoration. Although there is no limitation on the number of awards that may be presented for a specific action, the wholesale presentation of group awards for performance of duties within the scope of an individual's rate and/or pay grade, degrades the value of awards earned singularly by distinctive performers. Specific guidance concerning eligibility requirements for decorations and awards is contained in SECNAVINST 1650.1 and COMNAVCRUITCOM 1650.1.

1702. FIELD DIRECTIVES THAT ESTABLISH AWARDS/RECOGNITION PROGRAMS. Specifics pertaining to Navy Recruiting Command field activities' awards program are contained in COMNAVCRUITCOMINST 1650.1. Commanding Officers are to ensure that their individual programs comply with the limits imposed by the Navy Recruiting Command Awards Manual.

CHAPTER ONE
ADMINISTRATION AND PERSONNEL

SECTION EIGHT
LEGAL

1801. LEGAL ADVICE. The Staff Judge Advocate (00J) is the principal legal advisor for all matters affecting activities within the Commander, Navy Recruiting Command (COMNAVCRUITCOM) chain of command. Any significant legal matter, including military or civilian criminal activity committed by command personnel and/or the incarceration of personnel in civilian confinement or the brig must be reported to 00J. Additionally, the attorneys attached to 00J are available to field activities for command legal advice. Individual legal assistance is available from the servicing Naval Legal Service Office.

1802. REPORTING SUITS AGAINST THE UNITED STATES AND REQUESTS FOR THE RELEASE OF OFFICIAL INFORMATION AND TESTIMONY FOR LITIGATION PURPOSES

a. The Attorney General of the United States has the responsibility for representing the United States in any litigation in which the United States is a party. The Judge Advocate General (JAG) and the General Counsel maintain liaison with the Department of Justice to provide timely notice of legal actions within the area of their respective jurisdictions. If any command within NAVCRUITCOM is apprised, by any means, that any civil litigation or legal proceeding has been initiated and this litigation arises out of the operations of the Navy Recruiting Command, such command must report the circumstances, by the most expeditious means, as outlined in Section 0621 of the JAGMAN. Copies of such reports must be provided to COMNAVCRUITCOM 00J.

b. Requests for release of official information or testimony, for litigation purposes, must be processed in accordance with Part C of Chapter 5 of the JAGMAN and SECNAVINST 5820.8. COMNAVCRUITCOM must be contacted concerning all requests for official information and testimony for litigation purposes. Commands receiving such requests must immediately fax a copy of the request to 00J, (901) 874-9479.

1803. FREEDOM OF INFORMATION ACT (FOIA) AND PRIVACY ACT (PA) REQUESTS. Requests for information that do not appear to be requested for the purpose of litigation should be treated as a

request under the FOIA and responded to per SECNAVINST 5720.42. This requirement exists even where the request does not specifically invoke the FOIA or the PA. As Special

Court-Martial Convening Authorities (SPCMCA), NAVCRUITCOM Commanding Officers and Commodores are release authorities of information requested per FOIA and PA. However, if a FOIA or PA request must be denied in whole, or in part, the Initial Denial Authority is COMNAVCRUITCOM. The request, the responsive information, and the proposed redaction must be sent to 00J expeditiously. A letter must be sent to the requestor informing them of the forwarding of the request. Where the records or information being requested are not maintained locally, a reasonable inquiry as to the existence and location of the records or information must be undertaken and the request forwarded, along with notification to the requestor, to the office where the records or information are maintained.

1804. DISCIPLINARY ACTION IN CASES HANDLED BY LOCAL AUTHORITIES

a. If an accused has already been tried in a domestic or foreign court, or has had the case adjudicated by Juvenile Court authorities, and the Commanding Officer considers trial by General or Special Court-Martial essential in the interests of justice, discipline and proper administration within the Naval Service, the Commanding Officer must obtain prior permission from the Judge Advocate General before referral to trial as set forth in Section 0124c of the JAGMAN. If a Summary Courts-martial or Non-Judicial Punishment is contemplated, the Commanding Officer must obtain prior permission from COMNAVCRUITCOM as the Officer Exercising General Courts-Martial Convening Authority (OEGCMCA) jurisdiction over the member before referral of the case to trial or imposition of Non-Judicial Punishment. The JAGMAN sets forth procedures for obtaining prior permission from the appropriate higher authority in such cases.

b. Commanding Officers should further be aware that, although an individual may have been tried in the local civil courts, there is no policy against disciplinary action for offenses that are separate and distinct from any offenses adjudicated at such proceedings. In this connection, the question of whether the charges previously adjudicated arose from the same "act or acts" as those for which military disciplinary action is contemplated, may involve complex legal questions. In cases wherein disciplinary action is contemplated after the case of an accused has been tried in a domestic or foreign court or adjudicated by Juvenile Court authorities, the Commanding Officer should seek the advice of a Judge Advocate regarding whether permission from higher authority is required prior to referral of the charges for trial or imposition of Non-Judicial Punishment.

c. Termination of Recruiting duty while civil proceedings are still pending must be carefully evaluated. If the continued presence of the individual in Navy Recruiting Command is manifestly contrary to recruiting but his availability for civil charges is deemed necessary, application may be made to the Navy Personnel Command via COMNAVCRUITCOM for transfer to an adjacent command for the duration of processing. There have been cases where recruiters have been effective and the Navy's image has not been damaged by continuing to recruit while awaiting civil action. Proper judgment of the Commander in the field is essential in each case.

1805. REVIEW AND REPORTING OF DISCIPLINARY ACTION. The Commander, Navy Recruiting Command is the Officer Exercising General Courts-martial Convening Authority (OEGCMCA) for all activities in the Navy Recruiting chain of command. As such, all appeals from mast must be forwarded to COMNAVCRUITCOM. However, the local Navy Region is the Review Authority for all Summary and Special Courts-martial. Either COMNAVCRUITCOM or the local Navy Region may convene General Courts-Martial, depending on the recruiting specific nature of the misconduct.

1806. REDRESS OF GRIEVANCES. Activities that are in the chain of command and subordinate to COMNAVCRUITCOM must forward any complaint made pursuant to Article 138, Uniform Code of Military Justice or Article 1150, Navy Regulations to COMNAVCRUITCOM for appropriate General Courts-martial Authority action. Guidance is provided in Chapter III of the JAGMAN.

1807. ADMINISTRATIVE SEPARATIONS. Chapter 1910 of the MILPERSMAN provides authority and guidance on the administrative discharge of personnel. MILPERSMAN 1910-704 provides a table for determining the separation authority for discharge. In cases where the separation authority is the GCMCA, cases must be sent to COMNAVCRUITCOM 00J. Review of MILPERSMAN 1910-233 is warranted to determine whether administrative separation processing is mandatory.

1808. INCIDENTS WHICH COULD RESULT IN A CLAIM AGAINST THE GOVERNMENT. Any incident or accident involving civilians that could result in a claim for or against the Government must be investigated per Chapter II of the JAGMAN.

1809. USE OF ALCOHOLIC BEVERAGES. The use of any alcoholic beverage (wines, distilled spirits, and malt beverages) by COMNAVCRUITCOM personnel, military or civilian, at any COMNAVCRUITCOM facility, regardless of location, is prohibited without the prior express written permission of the cognizant

Commander or Commanding Officer. Per SECNAVINST 1700.11, permission should be granted, if at all, only under controlled conditions to foster camaraderie and friendship in a military environment. Permission may not be granted and alcoholic beverages may not be consumed at any COMNAVCRUITCOM facility while minors (under age 18), prospects, applicants, or members of the Delayed Entry Program are within that facility. Permission may be granted only to personnel in a non-duty status and appropriate controls must be in place to prevent endangering personnel or the surrounding community. Drinking age limitations of the state in which the facility is located must be enforced.

1810. ETHICS

a. All Navy Recruiting Command personnel, military and civilian, must comply with the Standards of Ethical Conduct for Employees of the Executive Branch issued by the Office of Government Ethics (OGE) (U. S. Code of Federal Regulations (CFR) Part 2635) and DoD Directive 5500.7-R. The following general principles apply.

(1) Public service is a public trust, requiring loyalty to the Constitution, laws and ethical principles above private gain.

(2) Employees must not hold financial interests that conflict with the conscientious performance of duty.

(3) Employees must not use or permit the use of nonpublic information to further any private interest.

(4) Unless authorized in 5 CFR Part 2635, Subpart B, no employee may accept a gift from a prohibited source or given because of the employee's official position. Under no circumstances may an employee accept a gift in return for being influenced in the performance of an official act, or solicit or coerce the offering of a gift.

(5) Employees must put forth honest effort in the performance of their duties.

(6) Employees must not knowingly make unauthorized commitments purporting to bind the Government.

(7) Employees must not use public office for private gain.

(8) Employees must act impartially and not give preferential treatment to any private organization or individual.

(9) Employees must protect and conserve Federal property and must not use it for other than authorized activities.

(10) Employees must not engage in outside activities or employment that conflicts with official duties and responsibilities.

(11) Employees must disclose waste, fraud, abuse, and

corruption to appropriate authorities.

(12) Employees must satisfy in good faith their obligations as citizens.

(13) Employees must adhere to all laws and regulations that provide equal opportunity for all Americans regardless of race, color, religion, gender, national origin, age, or handicap.

(14) Employees must endeavor to avoid any actions creating the appearance that they are violating the law or ethical standards.

b. All Region Commanders and Commanding Officers must ensure that any periodic ethics training mandated by OGE, DoD, and/or DoN is provided to their personnel.

c. All Region Commanders and Commanding Officers must ensure that individuals required to file the Confidential Financial Disclosure Report (OGE Form 450) annually not later than 31 October and within 30 days of assuming a position designated for filing are notified of the requirement and comply therewith. (Report Control Symbol - exempt from Reports Control)

d. All Region Commanders and Commanding Officers must ensure that individuals who will serve as "procurement officials" as defined at 41 U. S. Code 423 are properly informed of their obligations under the law and complete the appropriate written certification before performing procurement duties.

e. All gifts to the Navy, regardless of the source or value, must be processed per SECNAVINST 4001.2 and OPNAVINST 4001.1, and can only be accepted by the authorities listed in those instructions. Offers of unsolicited gifts must be submitted by letter through the chain of command and must contain the information listed in paragraph 5.f. of SECNAVINST 4001.2. (Report Control Symbol - exempt from Reports Control)

f. 00J is the Ethics Counselor for Navy Recruiting Command and should be consulted whenever assistance with the interpretation or application of the OGE Standards or supplemental regulations is desired. Disclosures to an Ethics Counselor are not protected by attorney client privilege.

CHAPTER TWO INSPECTOR GENERAL

SECTION ONE RELATIONS WITH EXTERNAL SURVEY REVIEW AND AUDIT ORGANIZATIONS

2101. INTRODUCTION. SECNAV Instructions 5740.25, 5740.26, 5740.29, and 5740.30 establish the policy of the Department of Defense (DoD) to coordinate with Surveys and Investigation Staff, House Appropriations Committee (S&IS, HAG), DoD Assistant Inspector General for Auditing (AIG(A)), and Government Accounting Office (GAO) to facilitate survey, review and audit operations to the maximum extent practicable.

a. The Secretary of the Navy is the only official within the Department of the Navy who can make the final decision to deny a request for information, whether classified or unclassified, by an authorized representative of S&IS HAG, AIG(A) or GAO. Detailed guidance is contained in the above instructions.

b. In order to standardize administrative procedures between external organizations and Commander, Navy Recruiting Command (COMNAVCRUITCOM) activities, the following should normally occur:

(1) Notify COMNAVCRUITCOM 00IG of new external organization assignments and/or visits.

(2) Certification of security clearance of external organization personnel, when required.

c. External organization notification letters concerning major work assignments generally will include:

(1) Identification of the assignment.

(2) General statement of the nature of the assignment.

(3) Expected starting date.

(4) Other pertinent information.

2102. COMMANDER, NAVY RECRUITING COMMAND POLICY. It is COMNAVCRUITCOM policy to cooperate fully with external audit and investigative organizations to facilitate their surveys, reviews and audit operations. COMNAVCRUITCOM will take full advantage of findings and recommendations in the interest of improving the Navy's recruiting functions.

2103. COMMANDER, NAVY RECRUITING COMMAND PROCEDURES.

COMNAVCRUITCOM Command Audit Liaison (OOIG4) is the central point of contact for all GAO and other external audit organizational matters. To provide maximum assistance and be fully supportive of external operations, COMNAVCRUITCOM field activities will notify OOIG4 of planned surveys, reviews and audits. Whenever any office or subordinate activity of COMNAVCRUITCOM is contacted by a member of S&IS HAC, AIG(A), or GAO concerning a forthcoming or renewal of a previous survey, review or audit about which no previous information had been received by COMNAVCRUITCOM that office will:

a. Contact OOIG4 to determine whether or not notification has been received of the forthcoming external organization operation. If notification has not been received, request the local external coordinator inform OOIG4 of the nature and details of the operation.

b. Advise the local external coordinator of COMNAVCRUITCOM's desire to be fully supportive of the external organization operation.

c. Keep OOIG4 advised via the chain of command regarding the progress of any external organization operation.

CHAPTER THREE RECRUITING ADVERTISING

SECTION ONE ADVERTISING POLICY AND PROCEDURES

3101. ADVERTISING POLICY. All Navy Recruiting Advertising, whether paid or public service, will be truthful in all respects; will make no promises, actual or implied, that cannot be fulfilled within current programs and policy; will be in utmost good taste at all times; will reflect the Navy's high standards of pride, professionalism and performance. The appearance and tonality of Navy Recruiting Advertising, both national and local, must be above reproach, truthful in every respect and be of top quality. NAVCRUITDIST Lead Production Teams (LPT) are encouraged to employ the expertise of the Commander, Navy Recruiting Command (COMNAVCRUITCOM) Marketing Communications Department (N9) to assist in this qualitative goal.

3102. ADVERTISING PROGRAM TYPES

a. National Advertising. National advertising programs include a mix of electronic and print media, and direct marketing. National advertising has a two fold primary objective:

(1) Build awareness in the target audience and

(2) Generate leads for field recruiters through "call to action" advertising.

A secondary objective is long-term program identity among both the target audience and centers of influence.

b. Public Service Advertising (PSA). The primary objective of the PSA program is to obtain the maximum advertising exposure on a public service basis in both electronic and print media through a coordinated national and local effort (see 3301).

c. Local Advertising. NAVCRUITDISTs and NAVCRUITREGs are provided funding ceilings and authorized to place advertisements in regional newspapers and limited media as authorized, and conduct local direct mail campaigns to generate leads for recruiter follow-up. All advertising is placed directly with the media being used.

d. Collateral Materials. Collateral materials include brochures, pamphlets, calendars, posters, booklets, etc. prepared by N9 for use by field recruiters and as fulfillment items for national advertising campaigns. Some collateral materials address a specific program, while others address a wide range of Navy job opportunities.

3103. ADVERTISING CONTENT APPROVAL

a. National. All advertising materials are reviewed by cognizant departments of COMNAVCRUITCOM and given final approval by COMNAVCRUITCOM N9.

b. Local. NAVCRUITDISTs are provided approved examples of advertisements and direct mail letters by COMNAVCRUITCOM. The NAVCRUITDIST Commanding Officer prior to being mailed as directed by COMNAVCRUITCOMINST 1140.3, Field Advertising Manual, shall approve all direct mail letters, developed locally.

CHAPTER THREE RECRUITING ADVERTISING

SECTION TWO LOCAL ADVERTISING

3201. LOCAL ADVERTISING MANAGEMENT SECTION (LAMS). LAMS was established to provide guidance to Navy Recruiting Region (NAVCRUITREG) Commanders and Navy Recruiting District (NAVCRUITDIST) Commanding Officers for the effective use of local advertising in support of command recruiting objectives. LAM provides the tools for detailed planning, execution, tracking and evaluation of advertising. The primary objective of local advertising is to generate qualified leads for recruiter follow-up. Commander, Navy Recruiting Command (COMNAVCRUITCOM) allocates advertising funds to NAVCRUITREGs each year. These funds, in turn, are reallocated to the NAVCRUITDISTs to be spent per approved advertising plans. COMNAVCRUITCOMINST 1140.3, Field Advertising Manual pertains.

3202. LOCAL ADVERTISING TEAM. To help field commands with all facets of their local advertising efforts, COMNAVCRUITCOM has established a Local Advertising Team under the Director, Marketing Communications (N9). The functions of this team are:

- a. Provide field activities with on-site assistance in developing fiscal year advertising plans.
- b. Choose effective advertisements and letters for placement in newspapers and direct mail.
- c. Tracking and analyzing the results of newspaper and direct mail advertising.
- d. Tracking advertising obligations and postage expenditures.
- e. Developing and maintaining a productive Local Effective Accession Delivery System (LEADS) program.
- f. Training Lead Production Team (LPT) personnel in standard operating procedures.
- g. Participates in workshops, conferences and training courses offered by the Command.

All assist visits are scheduled with the NAVCRUITREG Advertising Systems Officer (ADSO) to ensure effective coordination of the visits.

3203. LOCAL ADVERTISING PLANS. Each NAVCRUITREG and NAVCRUITDIST is required to develop a fiscal year advertising plan that develops the most effective and efficient advertising strategies for meeting recruiting objectives. Local advertising objective strategies can best be accomplished through advertising in metropolitan daily newspaper classifieds and direct mail for work force leads, and through direct mail and campus visit newspaper advertising for leads from the school market. Specific guidance for developing a local advertising plan is issued annually in July.

3204. LOCAL EFFECTIVE ACCESSION DELIVERY SYSTEM (LEADS). LEADS is a coordinated local advertising, prospecting and follow-up system designed to help recruiters put high quality recruits in the Navy. LEADS is managed through the NAVCRUITDIST LPT. The basic concept of LEADS is to conduct a coordinated local advertising campaign, carefully screen people who respond to qualified leads, forward leads to recruiters for follow-up and track the leads until final disposition is obtained. LPT operating procedures are contained in COMNAVCRUITCOMINST 1140.3, Field Advertising Manual.

3205. FUNDING FOR NROTC COLLEGE ADVERTISING. COMNAVCRUITCOM provides funds to NAVCRUITREGs for the support of local advertising by Professors of Naval Science (PNS) at the NROTC colleges and universities in support of the NROTC Program. These funds are administered by the Commanding Officers of NAVCRUITDISTs in territories where NROTC units are located. Advertising support for each PNS varies according to need as determined by the Chief of Naval Education and Training (CNET). Allocation of PNS NROTC advertising funds for each fiscal year is announced in July.

3206. LOCAL ADVERTISING SUPPORT MATERIALS. COMNAVCRUITCOM N9 provides LPTs with the advertising materials needed for their local advertising programs, as well as actual name lists for major recruiting market segments. These lists are first purchased and mailed nationally, and copies of the lists are then forwarded to NAVCRUITDISTs. COMNAVCRUITCOMINST 1140.3, Field Advertising Manual provides detailed directions.

3207. LOCAL ADVERTISING POSTAGE. Refer to Chapter 10 of COMNAVCRUITCOMINST 4400.1C, Logistics Support Manual for complete information.

CHAPTER THREE RECRUITING ADVERTISING

SECTION THREE PUBLIC SERVICE ANNOUNCEMENT

3301. PURPOSE. The primary objective of the Navy's Public Service Announcement (PSA) program is to obtain the maximum advertising exposure on a public service basis in both electronic and print media through a coordinated national and local effort. General guidelines and responsibilities have been established that will be used by those involved in generating public awareness through PSAs. The PSA is very important since the Navy's advertising budget changes from year to year. Because Public Service Media Directors respond to individuals of organizations they deal with frequently, a strong PSA program in local communities has a direct impact on the amount of public service support a NAVCRUITDIST receives.

3302. POLICY. As a minimum, NAVCRUITDISTs are to incorporate a strategy for establishing working relationships with the Public Service Directors of major media outlets. NAVCRUITDISTs will formulate an annual plan to locally build Navy awareness through PSAs and closely monitor its execution throughout the year. Commanding Officers are to devote at least one full day per quarter to visiting local media outlets. Commanding Officers are to designate an individual as Public Affairs Officer to maintain contact with the local media. The contacts need to be conducted on a routine basis, consisting of visits, follow-up letters and phone calls. These are essential to successfully compete in the public service marketplace.

3303. ELECTRONIC MEDIA

a. Television. The Navy is competing with hundreds of other non-profit organizations for valuable public service broadcast time. To maximize our share of television public service airtime, high quality spots are distributed to the major networks and the top ten television markets at various times annually. NAVCRUITDISTs are notified of each distribution and are provided with a list of all the stations that received the spots. This information is valuable in assisting recruiters in planning personal visits. Public service television spots are available on 1" reel, Beta SP 1/2", and 3/4" videocassettes. Navy PSA's are being produced in 30-second lengths with accompanying photo boards.

b. Radio. Live announcer scripts and recorded spots in 30-second lengths are distributed at various times annually to the top ten radio markets. Also, recorded radio spots in 30-second lengths, which are localized with the recruiter's name, telephone number and location, may be requested by recruiters for personal

delivery to stations in their vicinity. A creative request will be submitted to COMNAVCRUITCOM Creative Production and Visual Information Division (N94).

c. Internet. As the Internet continues to grow we will provide various banners for PSA campaigns.

3304. PRINT MEDIA. The following are public service support for print media outlets:

a. Outdoor. Semi-annual direct mail solicitations are sent to approximately 650 outdoor posting companies offering a variety of Navy billboards for use on outdoor media.

b. Newspapers. Reproducible ads available in various sizes and formats are distributed annually to the top ten market newspapers for use whenever space is available.

3305. RESPONSIBILITIES

a. NAVCRUITREG Commanders shall ensure that their Public Affairs staff:

(1) Monitors the NAVCRUITDIST Public Service Programs.

(2) Monitors all NAVCRUITDIST requests for localized television and radio PSAs.

(3) Ensures required media station visits are being conducted by the NAVCRUITDIST.

(4) Trains NAVCRUITDIST Public Affairs Officers (PAO) in all aspects of PSAs to include visits to television and radio stations.

b. NAVCRUITDIST Commanding Officers shall ensure that PAOs:

(1) Maintain liaison with the following media outlets within the NAVCRUITDIST: network affiliated television stations (both major and local independents), cable programmers and cable companies, major radio stations, newspaper companies, and outdoor billboard companies. Additional Navy representatives should be designated as necessary to meet this requirement.

A listing of all media outlets receiving Navy PSAs will be supplied by COMNAVCRUITCOM. This list includes addresses and phone numbers. A copy must be maintained by the PAO at all times.

(2) Meets the minimum visit requirements for maintaining acceptable liaison with television and radio stations. The minimum requirements consist of a personal visit, once every 12 months, to each TV and radio station within the NAVCRUITDIST that receives Navy

PSA material. Commanding Officers should designate additional personnel to represent them in order to meet these visit requirements.

(3) Maintains an ongoing list of all media outlets that have been contacted, by NAVCRUITDIST personnel, via visit or phone, on a NAVCRUIT 1140/4, (Rev. 9-01), [Tab A](#).

(4) Ensures all deserving media outlets, that support the Navy's PSA efforts, are presented an award certificate (Letter of Appreciation) on an annual basis. Certificates are available from COMNAVCRUITCOM Recruiting Quarterdeck website upon request.

(5) Trains recruiters on procedures necessary to obtain public service support from the media outlets and on current PSA materials available.

(6) Submits requests for localized television and radio PSAs via the NAVCRUITREG staff to COMNAVCRUITCOM Creative Production and Visual Information Division (N94). Requests will be submitted only after individual stations have agreed to air a PSA. Refer to the PSA Recruiter's Guide section on localized radio and television.

(7) As outlined in Article 3302, NAVCRUITDIST PAOs shall work with their Commanding Officers to schedule quarterly radio and television station interviews and visits.

[\(8\)](#) Compiles and submits all relevant NAVCRUIT 1140/4s, documenting media outlets contacted during the previous fiscal year, to reach N95 not later than 30 March of the following year via the NAVCRUITREG staff. Report Symbol NAVCRUIT 1140-4, [Tab A](#).

c. Navy Recruiting Station (NAVCRUITSTA) RinCs shall:

(1) Work with the NAVCRUITDIST PAO to determine the viable local media outlets in their respective territories and which outlets to visit.

(2) Accompany the NAVCRUITDIST PAO during radio and/or television visits in their respective territories where possible.

(3) Inform the NAVCRUITDIST PAO, immediately, when a media outlet visit has been conducted. There is no requirement for the NAVCRUITSTA RinC to maintain a NAVCRUIT 1140/4.

(4) Stress to Public Service Directors of the television and radio stations the importance of returning the business reply cards, included with each national PSA distribution, during all visits to television and radio stations.

3306. CREATIVE SERVICES. Administered within N94, providing recruiters with the following support to maximize public awareness of Navy opportunities and programs.

a. Localized PSA Radio and Television. Localized radio and television public service spots are available on request by NAVCRUITREG and NAVCRUITDIST PAOs for local media placement. Radio spots can include the name, location, and phone number of the local recruiter, and the call letters of the radio station running the spots. The television spots will use the NAVCRUITDIST Lead Tracking Center phone number. Refer to the PSA Recruiter's Guide section on localized radio and television, which explains in detail the procedures required to order and market the many radio and television localized spots currently available.

b. Field and Headquarters Graphics Support. High-quality graphic and photographic support is available to the field to enhance public awareness of Navy programs and to influence prospective applicants to choose Navy careers. Services available include: advice and guidance on design problems; camera ready art; original artwork; viewgraphs, internet banners, posters, flyers, briefing slides, and organization charts.

Tab A

COMNAVCRUITCOMINST 5400.2

RADIO, TELEVISION, NEWSPAPER, AND OUTDOOR BILLBOARD MARKET DATA									
RECRUITER:					NAVCRUITD IST:				
Station Call Letters/Net- work Affiliate	Contact(s) (Position)			Area Code & Phone Number	Date of Last Visit/Phone Call (m/d/y)	Street/Mailing Address City, State, Zip Code			Format/ Remarks
/									
/									
/									
/									
/									
/									
/									
/									
/									
/									
/									
LEGEND:	C	-	Country		V	-	Visit		
	N/T	-	News/Talk		P	-	Phone Call		
	O	-	Oldies		GM	-	General Manager		
	AC	-	Adult Contemporary		PSD	-	Public Service Director		
	H	-	Hispanic		PD	-	Program Director		
	T40	-	Top 40		SM	-	Sales Manager		
	R/G	-	Religion/Gospel		RR	-	Reel to Reel		
	R	-	Rock		CA	-	Cassette		
	S	-	Sports		DAT	-	Digital Audio Tape		
	J	-	Jazz		TF	-	Tape Format (TV) ¾", Beta SP, & 1"		
	CL	-	Classical		CD	-	Compact Disk (CD-ROM)		
Note-Please inquire about: frequency of air time/print space; reasons for why not running the ads; and follow up.									

NAVCRUIT 1140/4 (9-01)

CHAPTER THREE RECRUITING ADVERTISING

SECTION FOUR COLLATERAL MATERIALS PROGRAM (CMP) MANAGEMENT

3401. GENERAL. Because of the critical nature of the CMP in supporting the recruiting mission, and its relatively high annual cost, effective management and control of the program is essential. Collateral materials include booklets, folders, fact sheets, specialty items such as calendars, and other printed materials.

3402. PROCEDURES

a. The CMP is designed to be responsive to field recruiting needs while also being cost-efficient and allowing for changing field needs. Each collateral material item is designed for a specific purpose and can be classified into one of five steps in the recruiting process:

(1) Lead Generation. One of the most important groups of sales literature is the lead generator, also known as "Take-Ones". These are 4"x9" pieces of literature that fit into a take-one stand. They are designed to generate awareness and interest in Navy. These may be seen at the Post Office, high school guidance office, and used at Career Days. These are low-cost and can be given away in large numbers. All items have the toll-free 800 number and a Business Reply Card (BRC) to allow a recipient to request additional information about Navy opportunities.

(2) Fulfillment. This is a series of literature used to accompany or fulfill a request for information in response to a direct mail, direct television, magazine advertising and take-ones. These usually are program specific and may accompany other items, which make up the fulfillment package. Recruiters don't get or send these. They are sent by the fulfillment center to the applicant; therefore, fulfillment RADS are separate from the sales inventory. Leads generated by national advertising are fulfilled through the Navy Opportunity Information Center (NOIC) and tracked through the National Advertising Tracking System (NALTS).

(3) Sales Closing. These brochures are larger with many pages and may contain a great amount of detail. These booklets are to be given to only serious applicants after a face-to-face encounter with a Navy Recruiter. These cost more and should be used sparingly with serious prospects.

(4) Transition. Individuals who have already joined the

Navy and are in the Delayed Entry Program, awaiting recruit training or an officer school class, receive transition collateral materials designed to help ease their transition from civilian life into the Navy.

(5) Awareness. These materials are used to raise the public's knowledge about the Navy. They may help gain access to high schools, as display items in area businesses or to announce recruiter visits. These can be used anywhere and in any way the recruiter desires to make people aware of the Navy presence. These items include, but are not limited to, posters, calendars and promos.

b. The use of outdated collateral materials is detrimental to the recruiting mission and reflects poorly on the professionalism of the Navy. In order to prevent the use of outdated collateral materials, COMNAVCRUITCOM intranet at www.rq.cnrc.navy.mil displays the latest collateral materials. A RAD number with a print date identifies these items. Guidance is contained on the Collateral Material (CM) card packed into every shrink-wrapped package. This card indicates date printed, recommended use and what to do about previous editions. RAD numbers are permanent and do not change from printing to printing.

c. The eRADGRAM, an electronic newsletter published quarterly, reviews various aspects of the CMP and includes the latest collateral material/promotional items. The latest eRADGRAM can be found on Recruiting Quarterdeck under Publications.

d. To order RADS, the CMP Managers can go to the Recruiting Quarterdeck and use the electronic order form. RADS are displayed by program and by RAD number. It will list how they are packed in quantities of 25 or 100. The Maximum Allowable Quantity (MAQ) is the number of packs the CMP Manager can order at one time without getting authorization from N96 at COMNAVCRUITCOM.

3403. RESPONSIBILITIES

a. NAVCRUITREG Commander designate the Logistics Support Officer in writing, and CMP Manager as an additional duty.

b. NAVCRUITREG CMP Manager:

(1) Ensure that the NAVCRUITDIST within their NAVCRUITREG comply with the contents of this section.

(2) Coordinate requests from NAVCRUITDISTs for additional quantities of collateral materials, changes to information in collateral material items and all other collateral material related information. Notify Director of Marketing and Advertising Plans Division (N95) of any such input from NAVCRUITDISTs.

(3) Provide input to COMNAVCRUITCOM N9 concerning problems or suggestions with any aspect of the CMP.

(4) Serve as the central point of contact for all collateral

material matters within the NAVCRUITREG.

(5) Ensure NAVCRUITDIST CMP Managers maintain an effective and efficient distribution system for collateral material items.

(6) Ensure NAVCRUITDIST's conduct annual training on effective use of collateral materials.

c. NAVCRUITDIST Commanding Officer designate in writing the Logistic Support Officer (LSO) as the CMP Manager.

d. NAVCRUITDIST CMP Manager:

(1) Comply with all written instructions on RADS and Promos on Recruiting Quarterdeck and in the eRADGRAM.

(2) Maintain an efficient and effective distribution plan. All collateral materials shall be distributed in a timely manner to NAVCRUITSTAs and OPOs.

(3) Ensure all collateral materials are used in accordance with guidelines set forth in this section.

(4) Establish and maintain a CMP locker using the following guidelines. Label shelves using these categories: General Enlisted (GEN), General Officer (GOFF), Medical and Dental (MED), and posters. When there is more than one version of an item, stock shelves from back to front using the "first in, first out" method (oldest to the newest).

(5) Report any deficiencies or discrepancies in collateral materials to the Director of Marketing & Advertising Plans Division N95. Requests for additional items should be reported through your NAVCRUITREG CMP Manager.

(6) Serve as the central point of contact for all collateral material matters within the NAVCRUITDIST.

(7) Ensure all users and NAVCRUITSTA managers of collateral material items adhere to the policies and procedures outlined within this article.

e. NAVCRUITSTA/OPO:

(1) Assign a CMP Manager to order RADS and Promos. Comply with information on Recruiting Quarterdeck and in the periodic eRADGRAM.

(2) Ensure all collateral materials are used in accordance with guidelines set forth in Article 3402.a.(1) through 3402.a.(5).

(3) Ensure annual (as a minimum) CMP training is conducted.

(4) Establish and maintain a CMP locker. Ensure that any

obviously outdated RADS be destroyed and removed from stock at the NAVCRUITSTA.

(5) Report any deficiencies or discrepancies in collateral materials via the chain of command CMP Managers.

f. COMNAVCRUITCOM (OOIG) will use COMNAVCRUITCOMINST 5040.2 as a guide for inspections.

CHAPTER FOUR
NAVY AWARENESS

SECTION ONE
PUBLIC AFFAIRS

4101. PUBLIC AFFAIRS PHILOSOPHY

a. Philosophy

(1) Navy Public Affairs is a three-part discipline, consisting of public information, community relations and internal relations. Navy Recruiting public information efforts inform specific target markets about Navy opportunities available to qualified individuals. Community relations activities include events staged or sponsored by Navy Recruiting or community events in which Navy Recruiting Command personnel participate. These activities and events are opportunities for promoting Navy programs and for increasing community awareness of Navy opportunities. Internal relations programs communicate information concerning Navy and command policies, successful recruiting techniques and standard recruiting procedures.

(2) Public affairs is a command responsibility, which all hands must actively support. The performance of Navy Recruiting Command personnel in the public interest is the foundation of a sound public affairs program. Navy Recruiting Command personnel deal with the public daily and are often the only Navy representatives within their territory. Therefore, they always must be conscious that their actions, both on and off duty, directly impact local public opinion toward the Navy.

(3) Effective public affairs programs and activities will support effective recruiting. The following principles will guide Navy Recruiting Command personnel at all command levels when planning and executing public affairs programs and activities. They must be AGGRESSIVE. They must PLAN efforts and COORDINATE resources. They must FOLLOW UP, deliver on promises and complete all projects. They must RECORD, MEASURE and REPORT activities throughout the command. They must adhere to Navy ethics regulations at all times.

(4) SECNAVINST 5720.44, Navy Public Affairs Policy and Regulations, provides the basic guidance for conducting public affairs programs throughout the naval establishment. The information in this chapter supplements that guidance. Refer conflicts and submit recommendations for changes and improvements, with supporting data, to COMNAVCRUITCOM (00P) via the chain of command.

b. Objectives. Navy Recruiting Command public affairs objectives are:

(1) To support the Navy Recruiting Command mission by stimulating public interest in and maximizing public awareness of, Navy opportunities available for all who qualify, particularly among the various program target markets.

(2) To help generate leads for both officer and enlisted programs in direct support of local recruiters.

(3) To respond quickly and accurately at every level of command to media questions, with forthright and complete information about Navy recruiting policies and activities, and Navy career opportunities.

(4) To communicate Navy and command policy and career development information to recruiters and their dependents, and to promote recruiting duty throughout the Navy by distribution of information about recruiting opportunities.

(5) To promote the professional growth of all command personnel through publication of information dealing with standard procedures, successful techniques and innovative management practices.

(6) To integrate and coordinate Navy Recruiting Command public affairs plans and initiatives with the Office of the Chief of Information and overall Navy public affairs goals and missions.

c. Target Audiences. Identifying the target audiences with which we must communicate is an important step in the preparation of any marketing or public affairs plan. The Navy Recruiting Command mission dictates that public affairs objectives be designed to reach specific audiences. The following target audiences and public affairs vehicles for contacting them may be adapted to address local needs and priorities.

<u>Internal Audience</u>	<u>Vehicles for Contact</u>
Navy Recruiting Command Military and Civilian Personnel, Navy Recruiting Command Families	Navy Recruiter Magazine Captain's Call Kit Planning/Activity Calendar Plan of the Day/Week Bulletin Boards Presentations Correspondence Welcome Aboard Packages Telephone Tree Navy Broadcast and Print Media Newsletters Command Events Email Official Websites
Active and Reserve Navy Personnel	Navy Broadcast and Print Media
External Media	Personal Contact
<u>External Audience</u>	<u>Vehicles for Contact</u>
Students and Workforce	Newspapers Radio Television Cable Television Direct Mail Special Events Speakers Exhibits Email Webcasts
<u>Media</u>	Personal Contact Packaged Material Press Releases Media Advisories Public Service Announcements Media Conferences, Briefs and Availabilities Correspondence Media Queries Media Embarks and Visits
Centers of Influence, Influential Citizens, Key Community Personalities, Civic, Patriotic, Minority, Professional, and Youth	Personal Contact Group Publications Speakers Special Tours Guest of the Navy Cruises

<u>Internal Audience</u>	<u>Vehicles for Contact</u>
Organizations	Special Embarks Correspondence Educators Orientation Visits
Retired Personnel	Navy Broadcast and Media Navy-directed External Media Group Publications Speakers Correspondence

d. Responsibilities

(1) Commander, Navy Recruiting Command

(a) Coordinate Navy band and Navy drill team schedules for maximum employment in support of Navy recruiting. Advise and assist NAVCRUITDISTs in effective usage techniques and procedures.

(b) Provide public affairs guidance as required to all levels of the command concerning topics and issues relating to Navy Recruiting Command policies and activities.

(c) Provide full and timely response to media inquiries concerning national recruiting matters. Refer any inquiries beyond the scope of COMNAVCRUITCOM to COMNAVPERSCOM, CHINFO, OASD(PA) or other agencies, as appropriate.

(d) Identify issues and situations with potential for generating negative publicity and prepare plans of action to minimize impact on Navy recruiting.

(e) Disseminate information concerning Navy and command policies, national recruiting issues, standard recruiting procedures, successful recruiting techniques, innovative recruiting management practices and career development to recruiting personnel.

(f) Allocate resources necessary to achieve stated command public affairs objectives and ensure public affairs activities are conducted and evaluated in accordance with approved plans.

(g) Provide guidance to Commanding Officer, Navy Recruiting Orientation Unit (NAVCRUITCOM ORIENT UNIT) concerning curriculum for public affairs training and checklists for inspections.

(h) Provide media training to all PXO classes.

(i) Periodically review COMNAVCRUITCOM public affairs instructions and guidance, and update as necessary.

(2) Commanding Officers, Navy Recruiting Districts
(NAVCRUITDISTs)

(a) Supervise and coordinate all NAVCRUITDIST public affairs activities.

(b) Research, prepare and issue an annual written public affairs plan that identifies target audiences, states objectives, outlines strategies and tactics, establishes priorities, assigns responsibilities and designates necessary resources.

(c) Provide public affairs guidance as required to NAVCRUITDIST personnel concerning topics and issues relating to Navy Recruiting Command policies and activities as carried out within the NAVCRUITDIST.

(d) Provide public affairs training support and assistance to recruiters and NAVCRUITDIST support personnel as necessary.

(e) Identify issues and situations in local recruiting communities with potential for generating negative publicity and prepare plans of action to minimize impact on Navy recruiting. Keep COMNAVCRUITCOM 00P informed.

(f) Provide full and timely response to media inquiries concerning local recruiting matters. Refer inquiries beyond the scope of the NAVCRUITDIST to COMNAVCRUITCOM.

(g) Allocate resources necessary to achieve stated command public affairs objectives and ensure public affairs activities are conducted and evaluated in accordance with approved plans.

(3) Commanding Officer, Navy Recruiting Orientation Unit
(NAVCRUITCOM ORIENT UNIT)

(a) Provide public affairs training in the Prospective Executive Officer (PXO), Officer Programs Officer (OPO), Enlisted Programs Officer (EPO), Officer Recruiter (OR), Career Recruiter Force Academy - A, and Enlisted Navy Recruiting Orientation (ENRO) courses, and field training visits as requested.

(b) Provide orientation and training to NAVCRUITDIST public affairs personnel to familiarize them with Navy Recruiting Command policies, procedures, terminology, etc., and techniques to prepare them to be effective in the Navy recruiting environment.

(c) Coordinate with the COMNAVCRUITCOM Public Affairs (00P) on development of curricula to meet training requirements.

(d) Review management practices in support of public affairs objectives at NAVCRUITDISTs and recommend changes, as necessary.

(e) Identify and report discrepancies in NAVCRUITDIST public affairs operations, based on this section and referenced instructions.

4102. INCIDENT/ACCIDENT REPORTING

a. Because recruiting is a highly visible activity in the public arena, incidents involving recruiting personnel or activities have great potential for public and media attention. It is in the Navy and Navy recruiting's best interest to release information concerning such incidents as promptly and fully as possible, to help ensure accuracy and to minimize rumor, speculation and public concern.

b. For incidents where media interest is evident or expected, message notification procedures (OPREP-3 or Unit SITREP) will include COMNAVCRUITCOM (00P) as an information addressee. Message reports concerning incidents/accidents shall contain appropriate public affairs assessments. This notification will enable COMNAVCRUITCOM to provide prompt public affairs support to the affected commands. Procedures also should include telephone notification to the COMNAVCRUITCOM Public Affairs Officer (00P), and Command Duty Officer after hours. OPNAVINST 3100.6 contains guidance on incident notification and public affairs assessments.

Note: Media interest may not always be immediately apparent. When in doubt, report it.

c. Affected commands should prepare initial statements/news releases, for release or coordination with higher authority, within one hour of the time of the incident or accident. Do not hold initial releases pending inquiry or additional information; revise and expand as more detailed information becomes available. SECNAVINST 5720.44 contains additional guidance for public affairs actions in incident/accident situations.

d. The provisions of SECNAVINST 5720.44 will govern release of names and all personal information of individuals involved in incidents or accidents.

4103. NAVY RECRUITING COMMAND PUBLICATION

a. Navy Recruiter magazine is a monthly publication of the Navy Recruiting Command. The magazine is produced by staff Navy journalists and consists of articles from both headquarters and field activities. Navy Recruiter serves the command as a medium for motivational and informative material specific to the area of Navy recruiting. Navy Recruiter relies on stories, photos and other information of interest provided by field PAOs to ensure a quality product of interest to recruiters, support personnel and family members.

b. COMNAVCRUITCOM Public Affairs staff is responsible for editing, layout, and contract publishing of the magazine.

c. Articles for publication in Navy Recruiter must be submitted to arrive four weeks prior to publication; e.g., for the February issue, articles must reach COMNAVCRUITCOM by 5 January. Inputs for the 5-Star award winners' column is due by the third working day of the month before publication; e.g., for the March issue, input is due by the third working day of February.

Note: Each year, the January issue will be dedicated to the Recruiters of the Year (ROY). All ROY inputs are due to COMNAVCRUITCOM 00P by the first week in December.

4104. FLEET HOMETOWN NEWS PROGRAM

a. The Fleet Hometown News Center (FHTNC), Norfolk, Virginia, produces and distributes more than one million releases on Navy, Marine Corps, and Coast Guard men and women each year. The heart of the Fleet Hometown News Program is the center's news form, which is used to help recognize individual accomplishments, including reenlistments, promotions, new duty stations, school graduations, qualifications, awards, and deployments. Fleet Hometown News Center stories promote Navy awareness by telling people across the United States what Navy men and women from their hometowns are doing.

b. FHTNC offers Navy Recruiting Command additional opportunities to promote Navy awareness. Navy recruiters and recruiting support personnel receive a variety of special awards and recognition that exist only in recruiting (gold and silver wreaths, REIP advancements, etc.). These awards recognize achievement that may be noteworthy in the recruiter's (NAVCRUITDIST or NAVCRUITSTA) location, but also may be of interest in the individual's hometown.

c. All Navy Recruiting Command activities shall establish and maintain active Fleet Home Town News Programs, submitting stories on a regular basis, acknowledging command members' activities and achievements. NAVSO 5724/1 (Rev. 8-88), Fleet Hometown News Release Form is to be used for submission.

CHAPTER FOUR
NAVY AWARENESS

SECTION TWO
VISUAL INFORMATION

4201. RECRUITING VISUAL INFORMATION PROGRAM

a. The Program. Administered within the Visual Information Branch N942, Creative Production and Visual Information Division, Advertising and Marketing Department.

(1) COMNAVCRUITCOM and off-the-shelf commercially produced visual information products on Officer and Enlisted programs and the necessary projection/display equipment.

(2) Management and direction to produce, locate, and select appropriate visual information products, in various lengths and formats, for recruiting use.

(3) Assistance to promote maximum use of visual information products by recruiters through use of direct telephone contact, Navy Recruiter magazine items, promotional materials and a visual information inventory list.

b. Objectives

(1) Produce visual information products for use in support of a standardized method of attracting, influencing, informing and motivating prospective Navy applicants.

(2) Provide sufficient and appropriate visual information products to support field recruiters and classifiers in assisting prospective applicants in choosing a Navy career.

(3) Provide a single point of contact to assist recruiters in using and obtaining visual information products designed to promote public awareness of the Navy and to influence prospective applicants to choose Navy careers.

(4) Provide visual information projection systems to the field of the most modern, compact and serviceable type available.

(5) Achieve increased public awareness and attract prospective applicants. The program has institutional elements involving many general Navy visual information products on officer and enlisted programs.

c. Targets. Program targets include:

(1) Primary: specific groups of individuals that are eligible for the programs presented.

(2) Secondary: educators, parents and youth group leaders.

Presentations may also be targeted at the general public through television or at specific club meetings, conferences, conventions and similar events.

d. Timing. The program has year-round uniform application.

e. Ordering Visual Information Products

(1) Reorders and replacement of COMNAVCRUITCOM inventory visual information products shall be initiated by the NAVCRUITDISTs and are addressed to COMNAVCRUITCOM N9421.

(2) Products that are not in the COMNAVCRUITCOM inventory may be obtained from the Defense Audio Visual Information System (DAVIS) at: <http://dodimagery.afis.osd.mil/dodimagery/davis/>. If problems arise that cannot be resolved locally, contact N9421 for assistance.

f. Reporting Equipment. Maintain up-to-date visual information equipment inventories and report all visual information equipment on the appropriate Inventory for specific command on the Recruiting Quarterdeck site in accordance with COMNAVCRUITCOMINST 5290.1. This inventory is available to the COMNAVCRUITCOM Command Audiovisual Manager N9421 in accordance with COMNAVCRUITCOMINST 5290.1.

CHAPTER FOUR
NAVY AWARENESS

SECTION THREE
OPERATIONS AND LOGISTICS

4301. SHIP VISITS IN SUPPORT OF RECRUITING

a. The Program. Ship visits in support of Navy Recruiting provide opportunities to generate positive Navy awareness and allow prospects, DEPPers, educators, media and Centers of Influence (COI) to see Navy life firsthand.

b. Objectives. The primary objective of this program is to expose visitors to shipboard life and operations, encouraging contact between them and the crew. Another objective is to expose the media and COI to the training received and skills employed by Navy men and women.

(1) Fleet Commanders and Type Commanders are providing full support to Navy Recruiting ship visits in accordance with the CNO directed Fleet Recruiting Support Program.

(2) For Recruiting purposes, ship visits will be those visits that are a scheduled part of a ship's operation or have been requested by local governments, members of Congress, or other groups or organizations.

(3) SECNAVINST 5720.44, Public Affairs Policy and Regulations, sets forth guidelines and policy for managing ship visits and tours to support the Navy's public affairs efforts. This instruction provides further guidance on ship visits as they relate to the unique mission of Navy Recruiting.

c. Action Elements. For all port visits requested by Navy Recruiting, with the exception of the Great Lakes Cruise Program, the following shall be accomplished:

(1) Requesting Port Visits

(a) If a port visit is requested and honored, the Navy Recruiting District (NAVCRUITDIST) must take full advantage of the visit and develop an active plan that will use the ship and its attendant publicity to gain the greatest benefit for Navy Recruiting.

(b) The NAVCRUITDIST Public Affairs Officer (PAO) is the designated Action Officer for requesting port visits from Fleet Commanders. Tab A is a sample NAVCRUITDIST Port Visit Request. Types of ships requested, including submarines and aircraft carriers, must be included in this request to ensure appropriate Type Commanders are informed.

(c) NAVCRUITDISTs should discuss with local civic authorities their intent/desire to request a ship visit to ensure that the area wants a ship visit and will support it.

(d) Ship visit requests are made quarterly. Fleet Commanders request inputs for upcoming quarters by message. These message requests are issued approximately 45 days prior to the Quarterly Fleet Scheduling Conferences. The NAVCRUITDUST PAO must consolidate and submit all port visit requests, by message, to Fleet Commanders or the appropriate NAVBASE by the deadline specified in the message. Tab B is a sample message requesting port visit. The NAVCRUITDIST will make the request either directly to the Fleet Commander or to the local NAVBASE, depending on the fleet request requirements.

Note: COMNAVCRUITCOM, 00P, is always an info addressee. Additionally, most scheduling messages are classified, so appropriate security measures must be instituted, including access to a safe.

(e) The need for ship visits to support Navy recruiting efforts at annual festivals, fairs, and celebrations often can be foreseen a year in advance. Requests for ships to participate in these events should be submitted as soon as the need is recognized. Preliminary ship schedules are often prepared a year in advance, and similarly prepared requests will enhance scheduling of these visits.

(f) A suggested schedule for submitting NAVCRUITDIST requests follows:

QTR OF REQUESTED COMMANDER/NAVBASE	INPUTS DUE TO FLEET
<u>SHIP VISIT FY</u>	<u>NOT LATER THAN</u>
1st Qtr	1 May
2nd Qtr	1 Aug
3rd Qtr	1 Nov
4th Qtr	1 Feb

(g) Short notice requests for port visits must justify greater than normal Navy Recruiting impact to be considered.

(h) Ship visits requested by a group or organization outside the Navy Recruiting Command present an outstanding opportunity for local recruiters, but come without the commitment of a Navy Recruiting supported visit. NAVCRUITDISTs are strongly encouraged to take an active role in such visits, working with the ship and local sponsors to gain maximum exposure for Navy Recruiting.

(i) Following each of the Fleet Commanders' Quarterly Scheduling Conferences, COMNAVCRUITCOM and NAVCRUITDISTs receive by message the final schedule agreed upon at the conference. This schedule is all-inclusive and does not represent only Navy Recruiting requests. This message will provide valuable information on all ship visits that may represent Navy Recruiting support opportunities.

(2) Planning the Port Visit. The NAVCRUITDIST Commanding Officer will designate a Port Visit Action Officer. This is normally the NAVCRUITDIST PAO. The Port Visit Action Officer will:

(a) Make initial contact with the ship by message at least 30 days before the port visit. COMNAVCRUITCOM (00P) and Navy Recruiting Regions (NAVCRUITREGs) are information addressees on all messages. The initial message should include suggestions for possible ships' use while in port. [Tab C](#) is a checklist of suggested uses for Ship Visits. A representative from the NAVCRUITDIST must provide an adequate number of LEAD cards upon ship's arrival.

(b) After determining to what extent the ship can support Navy Recruiting, develop a Plan of Action and Milestones (POA&M) listing dates, action steps and Action Officers. [Tab D](#) provides a sample format for POA&M for port visits.

Note: It is important to be certain of the nature of support a ship can provide to Navy Recruiting prior to developing the POA&M.

(c) No later than two weeks prior to a ship's visit, send a message to the ship with the proposed visit itinerary. Send a final itinerary message to the ship approximately seven days prior to ship's arrival.

(d) The NAVCRUITDIST PAO will arrange publicity before and during the ship visit.

(e) A preliminary news release announcing the ship's visit should include general public visiting hours, background information on the ship, its mission and the Commanding Officer.

(f) News stories about crewmembers who are from the area being visited also should be arranged. A request for the above information can be included in the initial contact message with the ship. The following information should be requested: name/rank or rate; hometown/state; high school attended and year graduated; college/vocational school attended, year graduated and degree earned; billet on ship; time on ship and time in Navy; awards/special achievements; and photographs, if possible.

(g) Media availabilities and interviews during the ship visit should be arranged before the ship's visit commences and be used to the maximum extent possible.

(h) The NAVCRUITDIST Logistics Support Officer (LSO) shall provide logistical support as required to make the port visit a success. The LSO shall maintain communication with the designated Port Liaison Officer (the person designated to provide the ship's port services) for the visit.

(3) Conducting the Port Visit

(a) The NAVCRUITDIST Enlisted Programs Officer (EPO) and the Chief Recruiter (CR) shall designate recruiters to be at the ship during the course of the port visit. A minimum of one recruiter should be present to provide career information to

prospective applicants during public visiting hours in port. Exceptionally low public turnout as a result of inclement weather, a poor berthing location, or other difficulties may constitute cause for suspension of recruiter attendance. In such cases, the NAVCRUITDIST's intent to relieve recruiters must be coordinated with the ship.

(b) The NAVCRUITDIST Commanding Officer or a designated representative shall greet the ship upon its arrival. The first visit represents an excellent opportunity to thank the ship's commanding officer and crew for their support of Navy recruiting. In addition, the NAVCRUITDIST can use this opportunity to offer support to help make the ship's visit more enjoyable for the crew.

(c) The Port Visit Action Officer will also greet the ship upon arrival. Final details and arrangements can be discussed at this time. Daily morning meetings between the Port Visit Action Officer and the ship's visit coordinators are highly recommended.

(d) Prior to departure, the ship shall be presented with a Certificate of Appreciation or other appropriate means of recognition from the NAVCRUITDIST.

(e) In the event of an adverse incident, the situation will be reported immediately by telephone to COMNAVCRUITCOM, appropriate codes, with follow-up by message in accordance with situation reporting procedures outlined in OPNAVINST 3100.6, Special Incident Reporting.

(4) After Visit Follow-Up

(a) A follow-up message from the NAVCRUITDIST to the ship's Commanding Officer, with an information copy to the squadron and/or group commander, is a very appropriate means of recognition and appreciation for their support to Navy Recruiting.

(b) The Port Visit Action Officer or NAVCRUITDIST PAO shall complete an After Action Report, using the format in [Tab E](#), for COMNAVCRUITCOM, via the NAVCRUITREG, for all port visits.

(5) Miscellaneous

(a) NAVCRUITDISTs should take full advantage of all ship visits. Although the steps outlined in this section are for port visits requested by Navy Recruiting, the guidance can be used for any port visit.

(b) A last minute change of schedules can disrupt plans. In such cases, flexibility is the key to a successful visit. The critical factor is that incoming ships are fully aware of the local Navy Recruiting presence and believe that they are constructively supporting the Navy Recruiting effort. A ship visit represents a tremendous opportunity to enhance Navy Recruiting efforts and must be managed accordingly.

4302. BLUE AND GOLD/NAVAL ACADEMY (USNA) LIAISON

a. The USNA Program. This program is one of mutual cooperation between COMNAVCRUITCOM and the USNA in their contact with youth to maximize the Recruiting assets of both commands. While USNA information and recruitment has always been a well-known facet of Navy Recruiting Command activity, the following USNA programs complement the efforts of the local Navy recruiter.

(1) Naval Academy Information Program is known informally as the Blue and Gold Program. Blue and Gold Officers and affiliates are the key representatives of the USNA in their communities. Their responsibilities include interviewing prospective candidates, assisting them in nomination and admission procedures, participating in college career nights, providing publicity for the USNA in the community, and assisting midshipmen participating in the Operation Information program. They also are encouraged to maintain liaison with local Navy recruiters. Blue and Gold Officers are so designated after they have completed a two-week summer training session at the USNA covering all phases of the academy program.

(2) Operation Information is a program whereby several hundred selected midshipmen are sent to their hometowns for speaking engagements and radio and television appearances. The midshipmen normally are released from the USNA several days early at Christmas and Easter vacations to make their scheduled appearances. Blue and Gold Officers and affiliates, in or near the midshipman's hometowns, arrange for all speaking engagements and confirm itineraries, arrange transportation, support equipment, publicity, etc. for each speaking engagement.

(3) The USNA notifies COMNAVCRUITCOM of their choir, glee club, and sports schedules throughout the year. COMNAVCRUITCOM relates this information to the NAVCRUITDISTs so they can participate to the extent desired.

b. Objectives. Recruiters and midshipmen provide information on other Navy programs during their various individual and group appearances.

c. Targets. The types of programs under the USNA liaison are targeted to recruit eligible youth only.

d. Navy Recruiting District

(1) Ensure that recruiters participate in all public appearances of midshipmen or USNA groups.

(2) Ensure contact is made with each local Blue and Gold Program Officer (Naval Academy Information Program Reserve Officer) who can often assist the recruiter in making local referrals.

4303. NAVY PERFORMING UNITS

a. The Program. COMNAVCRUITCOM will use various Navy performing teams in direct support of field recruiting and to enhance the Navy public image at both local and national levels. SECNAVINST 5720.44 provides public affairs guidance in the use of Navy performing units in the public domain. The program uses the Blue Angels, the Navy Parachute Team, and other special performing units and Fleet assets that may be available for Recruiting purposes. In addition to scheduled performances, these teams and assets must be used during their free time for Navy Recruiting to attain the maximum benefit from this resource.

b. Blue Angels. Since the team's first performance on June 15, 1946, millions of spectators around the world have been thrilled by the aerial artistry of the Blue Angels. The original mission of the Blue Angels was to demonstrate the precision flying of Naval Aviators to Naval personnel and, if directed, to the public. The Blue Angels' primary mission today is "enhancement of the Navy Recruiting effort."

(1) General Comments. When properly planned and coordinated, Blue Angels visits can be a tremendous asset to recruiting. The team provides unparalleled Navy awareness in areas of the country where no Navy facilities exist and no ship visits are possible. The extent to which local Navy Recruiting efforts are able to capitalize on a visit by the team depends primarily on the degree of involvement and initiative NAVCRUITDISTs apply to the event. Early planning and close coordination with the air show sponsor and the Blue Angels are absolutely necessary to ensure a successful recruiting effort. The Blue Angels Support Manual is the resource for what the Blue Angels and air show sponsors will do for each other and for Navy Recruiting. Areas of significance are the chapters on recruiting and publicity as well as the appendices, which are the checklists for show planning.

(2) Sponsorship. While there are a number of sponsorship options available for Blue Angels air shows, civilian organizations and military bases are the most frequent sponsors. NAVCRUITDIST commanding officers should become thoroughly familiar with the Blue Angels Support Manual to ensure the maximum recruiting benefit. Sponsors are required to provide significant support to Navy Recruiting when hosting the Blue Angels and must provide the following:

(a) A recruiting booth in a highly visible location, for all air show days.

(b) Event, parking and VIP/grandstand tickets to Recruiters for all air show days (100 per day).

(c) A recruiting hospitality tent (when hospitality tents are present) for all air show days.

(d) A recruiting advertisement in every program (provided in the Blue Angels Media Kit).

(e) Access to all parts of the air show and input on public address system announcements (e.g., "Meeting of Navy DEP candidates with the Navy's Blue Angels will be in five minutes at the north end of the flight line").

(f) Additional copies of the Blue Angels Support Manual are available from the Blue Angels Events Office at (850) 452-2585, DSN 922-2585 or email bapao@Aaol.com. If contacted by a potential sponsor, civilian sponsor requests (DD 2535) should be submitted directly to the Navy Office of Information, Aviation Support Liaison Officer, 1200 Navy Pentagon, Room 2D332, Washington, DC 20350-1200 or you may call Comm: (703) 695-7291, DSN: 227-9368, Comm FAX: (703) 695-3478, DSN FAX: 227-4323 for additional information.

(3) Air Show Site Selection. The services convene a scheduling conference in the fall of each year to prepare the Navy (Blue Angels), Air Force (Thunderbirds), and Army (Golden Knights) performance schedules for the coming year. In support of the conference, COMNAVCRUITCOM ranks NAVCRUITREG propensity and then individual air show requests for use during formulation of a tentative schedule. The individual show requests are ranked by a marketing driven formula that considers demographics, show size and propensity. Following preparation, review at a pre-schedule conference, review by CHINFO and approval by SECNAV, the schedule is released to the public.

(4) Schedule Notification. The Blue Angels and COMNAVCRUITCOM notify each NAVCRUITDIST of the date and location of the pre-season meeting by phone, fax, or e-mail in mid-December, immediately after the schedule is released. The NAVCRUITDIST commanding officer or a designated senior officer shall represent the command to the show sponsor and begin liaison with the show sponsor and the Blue Angels during the pre-season meeting. Navy Recruiter magazine also publishes the schedule on its back cover one to three months prior to the first show of the season. Once notified, the NAVCRUITDIST commanding officer should initiate liaison with the air show sponsor, offering support and reinforcing that the NAVCRUITDIST PAO be included in all phases of planning for the event.

(5) Air Show Planning. Planning for a Blue Angels visit should begin with the schedule's official release. Planning by both the air show sponsor and the NAVCRUITDIST should begin with a thorough review of the Blue Angels Support Manual, which is a comprehensive approach to air show preparation. Updated annually and distributed in December, the manual walks the air show sponsor through the process of meeting the team's requirements and effectively promoting the event. It includes a review of each area of interest and a series of checklists to ease the process.

(6) NAVCRUITDIST Assistance. Coordination with the sponsor on support requirements can pay real dividends as NAVCRUITDISTs seek to capitalize on the benefits of a Blue Angels visit. While

sponsors do have an obligation to work with recruiters, it is necessary for the assigned project officer to actively coordinate with the local sponsor in planning and executing the event. Helping the sponsor publicize/promote the event to the target audience is one avenue of assistance NAVCRUITDISTs can offer. NAVCRUITDISTs should become as involved in the event's publicity planning and execution as the air show sponsor will allow. The support manuals chapter and checklist on publicity is particularly helpful. While these references provide a complete publicity plan for any Blue Angels air show, they should not be considered the limit of an NAVCRUITDIST's support. Efforts at publicizing and supporting the event and the Navy's role in it are constrained only by the creativity and innovative talents of NAVCRUITDIST personnel, operating within the boundaries of common sense and fiscal reality.

(7) Preparation/Event Highlights. The weekend show format is provided at [Tab F](#). Highlights of a Blue Angels visit include:

(a) Pre-season Visit. Blue Angel Number Seven (Narrator) and Number Eight (Events Coordinator) visit proposed locations and show sponsors during December and January. The commanding officer of the local NAVCRUITDIST should attend this pre-season meeting. The recruiters conducting local visits also must be at this meeting.

(b) Blue Angel Number Seven Arrival. The team's arrival for the event is typically preceded by the arrival of Blue Angel Number Seven on the Wednesday afternoon prior to a weekend show. A meeting will be held for the air show sponsors and the support group. A senior NAVCRUITDIST representative (CO/XO/PAO) should attend this advance meeting to assist with last minute recruiting support details.

(c) Media Flights. Blue Angel Number Seven will normally conduct pre-arranged media flights on Wednesday afternoon. A maximum of three media flights per show weekend is authorized. The NAVCRUITDIST should work closely with the air show sponsor and the Blue Angels Events Coordinator to identify popular, positive, physically qualified media representatives who will aggressively promote the event and the Navy. This media representative should be identified in the early planning phase so that the Blue Angels can arrange for the flight. In the event that a public celebrity is chosen and approved for an orientation flight, Blue Angels PAO and the local NAVCRUITDIST commanding officer and PAO will ensure full release authority for footage of the celebrity prior to the flight. Both the Blue Angels and the NAVCRUITDIST will encourage celebrities to do a short television spot for Navy Recruiting. All requests for celebrity guests will be coordinated with the NAVCRUITDIST PAO to ensure suitability and appeal to our audience. The media flight's primary purpose is to gain favorable media attention for the air show. Its secondary purpose is to promote Navy awareness and recruiting. Nominations for all media flights must be for bona fide media representatives and must be submitted to the Blue Angels via the sponsor no later than 60 days prior to the event per the Blue Angels Support Manual. Personnel who have had prior flights with the Blue Angels are not eligible.

(d) Team Arrival. Most of the team arrives on Thursday afternoon. No events will be planned for this day.

(e) Team Visits in Support of Recruiting. Friday mornings are reserved for team member visits in support of recruiting. Team members (usually one officer per visiting group) visit high schools, vocational schools, colleges and other local organizations; conduct presentations, and talk to students. Sites selected must be within 30 minutes driving time from where the Blue Angels crew is staying. Escorts and drivers must be familiar with the route and the site. Additional visit requirements are found in the Blue Angels Support Manual.

(f) Practice Air Show. A practice air show will be conducted Friday afternoon for military and family members. This is a good time to have prospects, DEPPers, civic and school groups, Centers of Influence (COI) and youth groups (Boy Scouts, Girl Scouts, Navy Sea Cadets, etc.) meet team members and view the air show. Prior coordination with the Blue Angels Events Coordinator and show sponsor is a must to ensure smooth logistical support (e.g., crowd-line established for pilot greetings, brochures ready for distribution, adequate parking/seating available). With prior coordination, the Events Coordinator can provide briefings for recruiting groups and explain various flight maneuvers. With sponsor input, NAVCRUITDIST PAOs should consider inviting the media to the local practice air show, garnering publicity for the event on Friday evening's newscasts.

(g) Friday Evening Events. The show sponsor coordinates Friday evening events. It is a good opportunity for recruiter involvement with the team. NAVCRUITDISTs desiring Blue Angels involvement at a COI reception or other events on Friday evening must coordinate their plans with the show sponsor and the Events Coordinator at least 60 days prior to the visit. Receptions must be stand-up events only; no sit-down dinners are to be scheduled.

(h) Saturday/Sunday Air Shows. Saturday and Sunday are show days. For safety reasons, the Blue Angels will not conduct any pre-show activities on these days. Coordinate with the air show sponsor to establish a prominently located, highly visible recruiting presence (e.g., recruiting booth and tent) at the show site. With prior coordination, sponsors will provide NAVCRUITDISTs with VIP seating and complimentary passes. All VIP tickets on Saturday and Sunday must be used for legitimate recruiting initiatives.

(7) Action. A Blue Angels performance can have a very positive effect on Navy Recruiting efforts when advance planning and timely coordination are active elements in event preparation. To this end, NAVCRUITDIST commanding officers who have a scheduled Blue Angels performance within their NAVCRUITDIST will:

(a) Appoint a project officer to coordinate recruiting plans with the show sponsor and the Blue Angels Events Coordinator. Event planning should encompass, at a minimum, those supportable

aspects of the Blue Angels Support Manual, including those chapters/checklists pertaining to publicity and recruiting, together with those items previously addressed under the Air Show Planning, NAVCRUITDIST Assistance, and Preparation/Event Highlights sections of this instruction. The Blue Angels Checklist, [Tab G](#), is provided as a planning aid.

(b) Attend all necessary air show planning meetings, including the pre-season visit by the Blue Angels and the Blue Angel Number Seven Advance meeting. The executive officer or project officer should attend in the commanding officer's absence. The affected Navy recruiters also should be aware of these meetings.

(c) Schedule members of the Blue Angels for high school, vocational school, college or youth organization visits and meetings with prospects and other students to the maximum extent possible.

(d) Ensure the NAVCRUITDIST project officer or representative meets the Blue Angels advance party (normally arriving the Wednesday prior to a weekend show) to coordinate any last minute details.

(e) Ensure that all Saturday and Sunday air show VIP tickets that are allocated to Navy Recruiting be used strictly for legitimate recruiting initiatives. Upon request from Marine Corps Recruiting, 25 percent of all VIP tickets should be made available for their use.

(f) Evaluate NAVCRUITDIST resources to determine the feasibility of conducting advertising that will generate qualified leads during Friday's practice air show and the regular Saturday and Sunday air shows. Evaluation should include consideration of air show sponsor sensitivity to efforts perceived to detract from gate receipts. For assistance in the preparation of an advertising plan for promotions, contact your LEADS Tracking Center Supervisor.

(g) Contact COMNAVCRUITCOM PAO, OOP at (901) 874-9048 or DSN: 882-9048 immediately if any problems develop during your Blue Angels visit.

(h) Within 14 days after completion of the event, submit a brief After Action Report, [Tab E](#), to COMNAVCRUITCOM, N00P documenting recruiting involvement in the air show. The report should emphasize lessons learned, specific value to recruiting, the number of COIs and DEPPers who attended, and the number of referrals/leads generated.

c. Navy Parachute Team (NPT). The NPT, known as the "Leap Frogs," is composed of Sea, Air, and Land (SEAL) personnel from the Navy's Special Warfare Center. The team is based at the Naval Amphibious Base, Coronado, CA, under the operational and administrative control of Commander, Naval Special Warfare Command (NAVSPECWARCOM). The team consists of approximately 13 enlisted personnel and one officer. They assist recruiting through

performances at high schools, community colleges, and events across the nation, such as Fleet weeks, auto and boat races, and air shows. In addition to well executed and colorful performances, members of the NPT also assist recruiting by speaking to high school classes and youth groups, appearing at hospitals and on local television and radio programs, and talking with spectators, DEppers, and prospects before and after performances. Members of the NPT will work with local Navy recruiters at their booth after each performance.

(1) Requests. Requests for NPT performances and outside sponsorship should be requested on the NPT request form, [Tab H](#). To get full consideration for scheduling the team, requests must be received by 30 November for the following calendar year. All requests should be sent directly to the NPT. Advance phone liaison with the NPT is encouraged. The NPT can be reached at (619) 437-2820 or DSN: 577-2820, fax (619) 437-5676 or npt.leapfrogs@usa.net.

(2) Scheduling. The NPT formulates its performance schedule with COMNAVCRUITCOM input in December. December through March are reserved for the NPT's winter training. The team does not usually perform during this time. A schedule of performances will be distributed by the NPT each year. Liaison with approved shows will be made by the NPT.

(3) Planning Responsibilities. Upon confirmation of a performance by the NPT, the sponsoring organization will receive an NPT Demonstration Planning Handbook. The sponsoring organization is responsible for completing the requirements listed in the handbook. Pre-show planning must begin at least 60 days before the event to ensure timely completion of all listed items. The keys to successful recruiting efforts at NPT appearances are prior planning and communication.

(4) Transportation and Jump Platform. Transportation and jump platforms for the NPT will be requested by the NPT through COMNAVSPECWARCOM. Airlift support and jump platforms are not guaranteed. Arrangements can usually be made for fixed wing/helicopter support; however, every performance is subject to the availability of transportation. If government transportation is not available, the cost of commercial transportation must be borne by the show sponsor (not by the NAVCRUITDIST or COMNAVCRUITCOM).

(5) Costs. In addition to payment of contingency transportation costs, the NPT must be reimbursed for full per diem based on a 15-man team. Due to the various aircraft used by the NPT, additional per diem may be required for flight crew personnel, depending on squadron requirements.

(6) Funding. For all performances conducted outside of San Diego, the NPT must be reimbursed for all expenses incurred. There are three alternatives: military sponsors may issue tango numbers directly to the team and fund the trip, civilian sponsors may support the costs of the NPT by presenting a check (made out to the Treasurer of the United States) to the NPT prior to the performance,

or a combination of support between military and civilian show sponsors (i.e., one unit provides transportation and the other provides per diem).

(7) Personnel Safety. The ultimate decision to jump rests with the officer in charge of the NPT, with safety being the prime consideration.

(8) Publicity. Prior to the show, the NPT will provide scheduled show sponsors with a press kit including NPT information, photos and posters prior to the show. The NAVCRUITDIST PAO should provide assistance with local media and publicity.

(9) Recruiting Support. Show sponsors are required to provide logistical support to Navy recruiters and must provide the following:

(a) A recruiting booth in a highly visible location for all event days.

(b) A recruiting hospitality tent (when hospitality tents are present) for all event days.

(c) Event, parking and VIP/grandstand tickets to Recruiters for all event days (100 per day).

(d) A recruiting advertisement in every program (provided in the Blue Angels media kit).

(e) Access to all parts of the event and input on public address system announcements (e.g., meeting of Navy DEPPers candidates with the Navy's Leap Frogs will be in five minutes at the north end of the flight line).

(10) After Action Reports. NAVCRUITDISTs will submit a NAVCRUIT 1155-2, After Action Report, [Tab E](#), within ten days of the NPT performance, to assist in future scheduling, highlight positive elements and correct negative ones.

d. Static Aircraft

(1) Requests. Any static display occurring at a civilian airfield is considered to be in the public domain and, as such, requires Department of Defense approval. Requests for Navy aircraft static displays should be submitted using DD Form 2535, Request for Military Aviation Support, to the Navy Office of Information, Aviation Support Liaison Office, 1200 Navy Pentagon, Room 2D332, Washington, DC 20350-1200 or you may call Commercial: (703) 695-7291, DSN: 227-9368, Commercial FAX: (703) 695-3478, DSN FAX: 227-4323. Requests should be submitted as soon as the requirement is known but in no case later than 45 days prior to the event date. Approval of the request will be provided by message from the CHINFO.

(2) Responsibility. NAVCRUITDIST requesting static display aircraft will ensure the airport/airfield is suitable for handling

the type of aircraft requested. They also will handle advance visit coordination, arrange appropriate media coverage, and provide on-scene Recruiter support.

(3) Funding. Sponsors requesting static aircraft displays must agree to provide the standard DoD per diem cost for all participating aircrews and any landing or parking fees that might be incurred.

(4) Recruiting Support. Show sponsors are required to provide liaison support to Navy Recruiters as follows:

(a) Event, parking and VIP/grandstand tickets to Recruiters for all event days.

(b) A Navy Recruiting booth in a highly visible location for all event days.

(c) Access to all parts of the air show and input on public address system announcements (e.g., "Meeting of Navy Delayed Entry Program candidates will be in five minutes at the north end of the flight line").

4304. MUSIC FOR RECRUITING (MFR)

a. The Program. U. S. Navy Bands are among the best Recruiting tools available for taking the Navy to the people and reaching the target audience. The presence of a Navy Band is effective in virtually any setting or venue involving large groups of people. Examples include, but are not limited to, shows at high schools, junior colleges, and universities; public shows and concerts in the community; and small town, community patriotic ceremonies and celebrations.

b. Policy and Procedures. COMNAVCRUITCOMINST 5700.1 provides instructions and guidelines for requesting Music For Recruiting events and the Music for Recruiting After Action Report (MFRAAR).

4305. PORTABLE EXHIBIT PROGRAM. This program manages portable exhibits and unconventional display items distributed or made available to field activities by COMNAVCRUITCOM.

a. General Information. Portable exhibits and display items are permanently transferred to field activities (primarily to NAVCRUITDISTs) by COMNAVCRUITCOM Headquarters to allow Navy Recruiter participation in public events, to perpetuate Navy public awareness, and to support both general and specific Recruiting efforts designed to inform, generate discussion and ultimately recruit prospects and influence centers of influence. These resources are often the only cost effective options to support participation in small events, events of short duration or events where planning lead-time is short.

b. COMNAVCRUITCOM maintains and/or expands NAVCRUITDIST portable exhibit inventories as funding allows. The number and types of items available are contingent on funding and requirements.

Advance notice of pending exhibit distribution includes information pertinent to delivery, a description of setup characteristics, usage information and a point of contact for questions. In some cases, there is a requirement for after action or acceptance data. Other display resources include CHINFO's original Combat Art and Lithographs; Naval Sea Systems Command's ship models or ship artifacts/components; Naval Air Systems Commands surplus aircraft or components; and curator of the Navy's loan of collectibles and artifacts.

c. Address inquiries and comments regarding portable exhibits to COMNAVCRUITCOM N91.

Tab A

Sample Port Visit Request

From: Commanding Officer, Navy Recruiting District

To: Commander, _____

Subj: REQUEST FOR PORT VISIT

Ref: (a) COMNAVCRUITCOMINST 5400.2

1. In accordance with reference (a), the following port visit requests are submitted for the ____quarter FY__.

a. Event name, brief description of planned activities and history of past Navy participation.

b. Inclusive dates, ship(s) or ship type(s) desired.

c. Specific ship participation desired and anticipated impact on Recruiting.

d. Berthing and services availability and cost.

e. Port restrictions, e.g., draft limitations, overhead clearances, unusual fees or charges, force protection, etc.

Tab B

**Sample Area Message Requesting Port Visit
UNCLASSIFIED**

ROUTINE

R081309Z AUG91

FM

TO COMNAVBASE SEATTLE WA//

INFO COMNAVCRUITCOM MILLINGTON TN//CNRC//N00P//

NAVCRUITDIST LOS ANCELES CA/hull

NAVCRUITDIST SAN FRANCISCO CA//JJJ//

NAVCRUITDIST SEATTLE WAI/JJJ//

NAVCRUITDIST PORTLAND ORI/JJJ//

ACCT NA-CNRF

UNCLAS//N05720//

SUBJ: PORT VISIT REQUEST FOR 4TH QTR FY 92

MSCID/CENADMIN/CNRC//

REE/A/RMC/COMTHIRDFLT/081200ZFEB91//

AMPN/COMTHIRDFLT QUARTERLY SHIP VISITS

RMKS/1. IN RESPONSE TO REF A, THE FOLLOWING INPUT IS PROVIDED FOR
NAVBASE SEATTLE TO INCLUDE IN SUBJECT REQUEST:

A. EVENT: PORTLAND ROSE FESTIVAL, PORTLAND, OR. ANNUAL CIVIC EVENT
DRAWS OVER 200,000 AND HEAVY MEDIA COVERAGE TO AREA WITH LITTLE NAVY
PRESENCE. PLANNED ACTIVITIES INCLUDE MEDIA VISITS: OPEN
HOUSE/GENERAL VISITING: SPECIAL TOURS FOR DELAYED ENTRY POOL
MEMBERS; NAVY BAND AND

STATIC DISPLAY. NAVY HAS SUPPORTED FOR LAST 12 YEARS.

B. DATES: 15-20 AUG 92.

C. BERTHING: PIER SPACE AVAILABLE AT PORTLAND INTERMEDIATE
TERMINAL.

D. SPECIFIC SHIP PARTICIPATION: OPEN HOUSE AND TOURS. ANTICIPATED
RECRUITING IMPACT SHOULD BE VERY POSITIVE IN OREGON AREA.

E. PORT RESTRICTIONS: NONE KNOWN.

F. COST DATA: (PROVIDED BY NAVBASE).

2. REQUEST A COMBINATION OF AT LEAST FOUR SHIPS OF ANY OF THE
FOLLOWING CLASSES: FE, FEC, SSN, LST, CGN, CVN.//

Tab C

Checklist for Ship Visits

- _____1. DEppers Tours
- _____2. Special Tours (e.g. medical, nuclear, aviation)
- _____3. Luncheons
- _____4. Evening Receptions
- _____5. Public Visits
- _____6. Ships' Crew as Speakers
- _____7. Sports Events
- _____8. Community Events
- _____9. Friends of the Navy Events
- _____10. Adopt-A-Sailor
- _____11. Day Cruises/Embarks
- _____12. Media Availabilities
- _____14. Youth Group Tours
- _____15. Humanitarian Events
- _____16. High School Tours
- _____17. Holiday Events
- _____18. DEP Training
- _____19. Local Scout/Explorer Assistance
- _____20. Local Awards Ceremonies
- _____21. Band Involvement
- _____22. Swearing in New Sailors
- _____23. Reenlistments at Local Attractions

Tab D

**Sample Format for Plan of Action and Milestones (POA&M)
for Port Visits**

Event: Port Visit by USS KIDD (DD 993) to West Haven, CT
Date: 27 - 30 April 1992

<u>Date</u>	<u>Action</u>	<u>Action Officer</u>
22 Feb	Contact ship to determine level of support that can be provided to recruiting. Determine what support the NAVCRUITDIST can provide for the ship/crew.	PAO
2 Mar	Contact ship and request photographs, ship's history, biography of CO. and other background information for news release on ship visit. In addition, request list of crewmembers from local area for hometown news releases.	PAO
5 Mar	Contact Navy Band to arrange performance tour in area in conjunction with ship visit.	PAO
9 Mar	Meet with city officials to discuss port visit and invite city participation (e.g. greeting by Mayor or other city officials, city proclamation, etc.).	XO/PAO
12 Mar	Meet with Friends of the Navy organization (e.g., Navy League, Fleet Reserve Association, Navy Club) to discuss visit and explore suggestions.	PAO
15 Mar	Contact Chamber of Commerce/local businesses and merchants to discuss possible activities or special discounts for the crew.	PAO
18 Mar	Meet to develop list of VIPs/COIs to invite to ride ship, attend luncheon, Heads or take part in other special activities.	PAO
28 Mar	Mail out invitations for luncheon (include RSVP cards)	Admin

Tab D (Continued)

<u>Date</u>	<u>Action</u>	<u>Action Officer</u>
1 Apr	Mail letters inviting prospective applicants to visit ship for special tours.	Leads
7 Apr	Coordinate recruiter watch bill for ship visit. Work with PAO and plan DEP tours.	EPO
15 Apr	Write and submit news release about port visit. Submit hometown news releases on shipboard sailors from the local area. Contact print and broadcast media and invite them to cover ship's arrival.	PAO
20 Apr	Develop proposed tentative schedule of activities. Send message to ship listing proposed activities, identifying VIPs welcoming ship, etc.	PAO
27 Apr	Greet ship upon arrival and introduce any local VIPs who are part of the welcoming committee. Note any changes in schedule that may have taken place.	CO/PAO
27-30 Apr	Carry out schedule of activities as planned.	All
30 Apr	Draft and send BZ message to ship's squadron commander.	PAO
As required	Send follow-up letters of appreciation to groups, organizations, or individuals responsible for making the visit a success.	PAO

Tab E

After Action Report Format

NAVCRUIT 1155-2

1. DATE: _____

2. FROM: _____

3. VIA: COMMANDER, NAVY RECRUITING REGION:

4. ENCLOSURES (Handwritten roughs are acceptable):

5. CHECK APPROPRIATE BOX:

☐

SIGNIFICANT ACHIEVEMENT

☐

ROUTINE MATTER

☐

ADVERSE INCIDENT

(IF "ADVERSE INCIDENT" box checked, please submit a preliminary phone report to COMNAVCRUITCOM, (901) 553-2232; and follow-up with a unit situation report in accordance with procedures outlined in OPNAVINST 3100.6G.)

6. EVENT/PROJECT:

7. LOCATION(S):

8. DATE(S):

9. ACTIVITIES (i.e., give a breakdown of what occurred during event/project):

10. ASSETS USED (i.e., exhibits, bands, performance teams, ships, aircraft, etc.):

11. AUDIENCE DESCRIPTION/SIZE:

12. RECRUITER INVOLVEMENT:

13. HEADQUARTERS INVOLVEMENT:

14. COST BREAKDOWN:

15. LEADS GENERATED:

16. METHOD(S) USED TO GENERATE LEADS:

17. NARRATIVE: (Use reverse side or an attached page and include amplification of above items)

18. _____
PRINTED NAME AND TITLE SIGNATURE

Tab F

Blue Angels Show Format
(Times tentative)

Wednesday

1000 Narrator and crew chief arrival
1100 Air show meeting (w/recruiting attendance required)
1300 Media flights

Thursday

1200 Overhead arrival maneuvers
1500 Land
1530-1700 Debrief
1700 No commitments Thursday night

Friday

0800-1000 Recruiting visits/interviews (includes travel time to/from hotel)
1230 Brief (1 1/2 hours prior to walk down)
1400 Walk down/perform air show
1500 On deck
1500-1530 Talk with DEPpers/prospects (break away from crowd)
1530-1700 Debrief
1830 Depart motel for evening commitment/recruiting
2000 Day complete/no commitments

Saturday

AM No commitments
1230 Brief
1400 Walk down/perform air show
1500 On deck
1500-1530 Autographs/recruiting prospects
1530-1700 Debrief
1830-2000 Evening commitment/show sponsor

Sunday

AM Check-out/no commitments
1230 Brief
1400 Walk down/perform air show
1500 On deck
1500-1530 Autographs/recruiting prospects
1530-1630 Debrief
1700 Depart for home

Tab G

Blue Angels Checklist

1. When first notified of Blue Angels visit:
 - a. _____Designate project officer and begin planning.
 - b. _____Discuss/confirm all plans with the Blue Angels Events Coordinator, (904) 452-2585 or DSN 922-2585, and the Air Show Sponsor. Contact COMNAVCUITCOM, 00P, if you have any questions or problems.
2. As Scheduled:
 - a. _____Commanding Officer or Executive Officer, NAVCRUITDIST, is assigned as project officer, along with a local recruiter to attend Blue Angels pre-season visit with the Air Show Sponsor; confirm NAVCRUITDIST plans with the Blue Angels Events Coordinator and Air Show Sponsor.
 - b. _____NAVCRUITDIST Commanding Officer liaison with the Air Show Sponsor, offering support and requesting to be included in all phases of planning for the event.
 - c. _____NAVCRUITDIST project officer along with a local recruiter attend initial and subsequent air show planning meetings.
3. 60-120 days prior to the Blue Angels visit:
 - a. _____Set up school visit dates with local schools.
 - b. _____Reconfirm schedule with Blue Angels Events Coordinator and sponsor.
 - c. _____Begin process of inviting prospects, candidates and DEPPers to meet the Blue Angels at the air show.
 - d. _____Develop promotional goals and advertising plan.
 - e. _____Coordinate with Air Show Sponsor regarding primary and alternate media representatives to be nominated for media flights (see Section 4305c).
 - f. _____Coordinate with Air Show Sponsor for show, parking and VIP tickets, booth space, hospitality tent, public address announcements and recruiting advertisement in program.

Tab G (Continued)

4. 60 days prior to the Blue Angels visit:

a. _____Deadline for Recruiting Support Checklist (refer to Section 4305c) submittal to the Blue Angels Events Coordinator.

b. _____Deadline for Publicity Support Checklist (refer to Section 4305c) submittal to the Blue Angels Events Coordinator.
(Though air show sponsor maintains responsibility for this item, the NAVCRUITDIST project officer should work closely with the sponsor to ensure that recruiting interests are taken into consideration.)

5. 30 days prior to the Blue Angels visit:

a. _____Reconfirm all arrangements with the Blue Angels (refer to Section 4305c), Narrator's Advance Meeting Checklist, paying particular attention to sections on "Public Affairs" and "Media Flights".

b. _____Reconfirm all arrangements with the Show Sponsor for recruiting support (show, parking and VIP tickets, booth space, hospitality tent and recruiting advertisement in program).

c. _____Deadline for Thank You List Checklist submittal (Section 4305c). Coordinate with sponsor regarding any additional people the NAVCRUITDIST would like to be recognized with a letter of thanks from the Blue Angels CO.

6. Wednesday prior to Blue Angels visit:

a. Meet Blue Angels advance party to coordinate last minute details.

b. Ensure that school visits are set.

c. _____Reconfirm arrangements for recruiting support at air shows (VIP passes, booth, rent, etc.).

d. _____Reconfirm arrangements for any event planned for Friday evening.

e. Reconfirm recruiting presence planned for Saturday/Sunday public air shows.

7. After the Blue Angels visit:

a. Submit After Action Report. NAVCRUIT 5000/1, [Tab E](#), to COMNAVCRUITCOM copy to Blue Angels and CHINFO (Code OI-512).

Tab H

U. S. Navy Parachute Team Request

SECTION A.	
1. Primary Show Date:	2. Alternate Show Date:
3. Title of Event:	
4. Last Year's Attendance:	5. Expected Attendance:
6. Location (City/State)	
7. Sponsoring Organization:	
8. Profit or Non-Profit Event:	
9. Sponsor Contact Name:	
10. Sponsor's Address (Include Zip Code):	
11. Sponsor's Telephone Number:	
SECTION B.	
<p>Sponsors must pay the standard DoD per diem rate per member (usually between 12-15) per day for the area in which the performance is scheduled. As an example of a typical event, for the Team to jump on a Saturday in support of a local event, the Team would normally depart Thursday afternoon, perform a practice jump on Friday, perform the event Saturday and depart Sunday morning to return to San Diego. Therefore, the event would be a four-day event. Ground transportation for the Team members is required (three passenger cars and two vans to transport equipment). Courtesy or rental cars must have full liability coverage for all NPT members in case of an accident. Per diem costs are payable a minimum of 30 days IN ADVANCE OF THE EVENT. Failure to provide advance per diem with sufficient time to issue travel orders to Team members may necessitate canceling the performance, as the NPT operates totally from funds provided by show sponsors.</p>	
SECTION C.	
1. Please certify that you understand and will provide the following:	
a. Commercial air transportation from San Diego to event site and return if military transportation is not available.	Initial _____
b. An aircraft for jump platform if Team is unable to provide one. Past experience shows in most cases the Team is able to arrange military aircraft.	_____
c. Full DoD per diem allowance.	_____
d. Lodging for Team (single, non-smoking rooms).	_____
e. Security of aircraft that land and are parked at show site.	_____
f. Mobile fire fighting and crash equipment at the staging site for aircraft.	_____
g. An ambulance at the drop zone.	_____
h. Vehicular transportation for the entire team and aircrew (three sedans/two vans for team and two sedans for aircrew).	_____

Tab H (Continued)

SECTION D.

1. NPT demonstrations are restricted to appropriate events at airports, over open bodies of water or other suitable open areas of land.

a. Specific location of event:

b. Length of active runway:

2. NPT demonstrations must adhere to FAA regulations that specify that spectators not be permitted within 50 feet of the jump area over which parachutists are performing. What type of crowd control is planned?

3. Sponsors agree to provide the NPT a recent aerial photograph, taken vertically from an altitude of at least 5,000 feet. (Do not submit this with application.)

4. I HEREBY CERTIFY THAT ALL THE INFORMATION GIVEN ABOVE IS ACCURATE AND THAT ALL RESPONSIBILITIES AND COSTS WILL BE BORNE AS INDICATED. I UNDERSTAND THAT REPRESENTATIVES OF THE NAVY WILL CONTACT ME TO DISCUSS ARRANGEMENTS PRIOR TO FINAL COMMITMENTS. I UNDERSTAND THAT THE TEAM WILL NOT BE SCHEDULED FOR ANY EVENTS UNLESS THE NAVY RECRUITING COMMAND WILL SPECIFICALLY SUPPORT IT. I WILL COOPERATE FULLY WITH NAVY RECRUITERS AND SUPPORT, AT NO CHARGE TO THE NAVY, RECRUITING ACTIVITIES AT THIS EVENT. I ALSO UNDERSTAND THAT A SCHEDULE IS NOT GUARANTEED AND, WHILE IT HAS OCCURRED IN ONLY 1% OF PREVIOUSLY SCHEDULED PERFORMANCES, MAY BE CANCELLED DUE TO UNDORESEEN CHANGES IN NAVY RECRUITING NEEDS.

SPONSOR'S NAME:

SPONSOR'S SIGNATURE: _____ DATE:

CHAPTER FOUR
NAVY AWARENESS

SECTION FOUR
FIELD SUPPORT AND EDUCATION PROGRAM

4401. FIELD SUPPORT AND EDUCATION PROGRAM

a. Prior to the establishment of the All-Volunteer Force, minimum-recruiting effort was needed to attract an adequate number of qualified people to join the Navy. The implementation of the All Volunteer Force meant that the Navy and the other Armed Services had to compete with other major employers to attract high quality young men and women. To make the Services more attractive, substantial changes were made in military pay, benefits, environments and lifestyles; however, old attitudes about the military frequently prevailed. Teacher and parental attitudes based on experiences from World War II and the Korean and Vietnam conflicts tended to discourage young people from considering military enlistment.

b. The Education Division helps change these attitudes and specifically targets educators because of their prime role in influencing the attitudes of the youth of our Nation. The program is designed to inform a wide variety of educators at all levels, as well as other influential people, of Navy opportunities. Guidance counselors, teachers, school administrators, coaches, two and four-year college placement officials, labor and manpower officials and parents are influential groups which help mold the value systems and attitudes of youngsters including choice of occupation and employer, attitudes toward work and responsibility for commitment.

c. The influence of educators on youth attitudes toward occupations and careers is a primary ingredient in career awareness programs at local school levels. A common element of most career awareness programs is a systematic attempt to provide students with information both about themselves and about jobs, occupations and careers for which they might be suited. Because of the large number of people employed by the Armed Services, coupled with the wide variety of jobs, complete information about military occupations needs to be included in any comprehensive career awareness program. The Education Division facilitates the dissemination of Navy Career Information to school career awareness officials, as well as to other elements of society that influence choice of occupation and employer.

d. The Navy Education Services Specialist (ESS) provides a link between Navy recruiters and civilian educators and manpower officials. They are assigned to Navy Recruiting Districts (NAVCRUITDISTs) and as department head perform duties described in this chapter.

4402. EDUCATOR AND YOUTH AWARENESS MISSION. To increase the number of high quality Navy personnel by encouraging educators and manpower officials at national, state and local levels to provide full and comprehensive Navy occupational and educational information to America's youth; and to attract high quality youth to the Navy by increasing their awareness of Navy lifestyles, training, occupational and educational opportunities through support and active participation in nationally organized youth groups.

4403. EDUCATOR AWARENESS GOALS

a. To create awareness among educators and manpower officials of the Navy as a prime source of occupational, educational and training opportunities.

b. To build favorable attitudes toward the Navy within the education and manpower communities.

c. To attract quality young people to the Navy as a result of the awareness and positive attitudes of youth and members of the education and manpower communities towards Navy opportunities.

4404. EDUCATION SERVICE SPECIALIST DIVISION MANAGEMENT AND PRINCIPAL ACTION ELEMENTS

a. COMNAVCRUITCOM

(1) The Program Manager for the Educator Awareness Division is the Operations Department (N3). COMNAVCRUITCOM issues guidance on all aspects of the Educator Awareness Program, including management of the ESS.

(2) COMNAVCRUITCOM also provides staff representatives to the National Training Team (NTT) to assist in the audits of field ESS's and others as required.

b. Command Officer, NAVCRUITDISTs shall:

(1) Review and approve the annual plan submitted by each ESS by 1 September. The detailed plan of action with high schools and two-year post-secondary institutions must be developed and submitted by each ESS. The plan is to take into account all basic ESS functions including school market analysis, recruiter access into the school market and networking with education officials. It must also include specific objectives for ASVAB school marketing, junior and senior students to be tested, school visits to be made in company with recruiters and acquisition of school directory information. The remainder of objectives should account for all

high schools and two-year colleges in the boundaries served by the ESS. [Tab L](#) is the suggested format for the annual plan and includes some of the primary objectives. A management by objectives style Plan of Action and Milestones (POA&M) format may be appropriate in lieu of the format in [Tab L](#) if desired by the CO, NAVCRUITDIST.

(2) Require each NAVCRUITDIST ESS to report via the ESS Activity Report, monthly to the NAVCRUITDIST, and quarterly to COMNAVCRUITCOM regarding objectives in the annual plan.

(3) Ensure that ESSs network in the high schools and post-secondary schools to improve recruiting from these sources. Educators should be encouraged to participate in Center of Influence (COI) events, Educator Orientation Visits (EOVs) and other venues when appropriate.

(4) Evaluate the ESS annually in accordance with regulations of the Officer of Personnel Management (OPM).

c. NAVCRUITDIST ESS's shall:

(1) Gain access for recruiters to secondary and post-secondary schools.

(2) Obtain directory information from secondary schools and colleges.

(3) Market the ASVAB in Navy assigned schools.

(4) Coordinate activities between the Navy and local manpower and secondary and post-secondary educational institutions and officials.

(5) Serve as a member of the Recruiting District Assistance Council (RDAC) and actively assist in efforts involving Campus Liaison Officers (CLOs).

4405. NAVY RECRUITING COMMAND EDUCATION CONVENTION PROGRAM

a. The Program. The COMNAVCRUITCOM Education Convention Program has the goal of providing positive influence to members of profession education organizations and through them the youth of the Nation. The organizations to which this effort is directed include national educational professional associations and their state, regional and local branches. In general, COMNAVCRUITCOM N91 arranges participation in national conventions while participation in state, regional and local conventions is arranged by the NAVCRUITREGs and NAVCRUITDISTs in which the events are to occur.

b. NAVCRUITREGs and NAVCRUITDISTs participate in national conventions as directed by COMNAVCRUITCOM and in local, state and regional conventions when appropriate.

c. Participation. Participation in conventions may include any or all of the following:

(1) Sponsoring Workshops. Many organizations develop conventions around a theme. Workshop proposals should be developed with the convention theme in mind and should be submitted to the chairperson of the convention program committee. Because workshops are scheduled as much as one year prior to the convention, early inquiry and action are required.

(2) Exhibits and Collateral Materials

(a) The selection of an exhibit for use at a convention or conference should be made with care. The exhibit should be tailored to the audience. For guidance, contact COMNAVCRUITCOM N92.

(b) Convention handouts should be thoughtfully selected with the audience in mind. Awareness items such as Navy pencils, luggage tags and bumper stickers are often used to attract conventioners to the exhibit booth. This facilitates the desired one-on-one contacts between Navy representatives and convention attendees. For national conventions, awareness and collateral materials are furnished in bulk to the participating NAVCRUITDIST.

(c) NAVCRUITDISTs are encouraged to form convention teams composed of recruiters to assume the collateral duty of exhibit manning. Personnel who enjoy public contact and relating their personal Navy experience should be chosen. They should be thoroughly briefed by the Education Specialist on convention behavior. The briefing should include how to man the exhibit, speak to conventioners, display collateral materials, etc.

d. Action Elements

(1) COMNAVCRUITCOM N91 will:

(a) Schedule participation in national professional education conventions with the sponsoring associations.

(b) Fund the COMNAVCRUITCOM National Education Convention Program.

(c) Notify NAVCRUITREGs and NAVCRUITDISTs of plans, personnel and logistic assistance required for national conventions.

(d) Provide information to NAVCRUITREGs and NAVCRUITDISTs related to professional organizations conducting conventions and exhibitions at the regional, state and local levels.

(e) Contract for booth space, booth furnishings and other peripheral items for national conventions and, as appropriate, for regional, state and local conventions.

(f) Arrange for provision of education exhibits for national conventions as appropriate.

(2) NAVCRUITREGs

(a) Assist in personnel and logistic support for scheduled conventions, when appropriate.

(b) Publicize Navy participation in conventions, as appropriate.

(3) NAVCRUITDISTs

(a) Determine schedules of regional, state and local professional education conventions being conducted within NAVCRUITDIST boundaries.

(b) Make own arrangements for participation in state, regional and local conventions keeping both the NAVCRUITREG and COMNAVCRUITCOM N91 informed of plans and progress to ensure that procurement of convention booth space and furnishings is not inadvertently duplicated.

(c) Arrange for bulk shipment of awareness items and collateral materials.

(d) Assign Officer and Enlisted personnel to man Navy recruiting booth(s) for national conventions when requested by COMNAVCRUITCOM, and for regional, state and local conventions. Booths will be manned during all official exhibit hours.

(e) Ensure that the ESS participates to the maximum extent possible.

(f) Maintain an adequate stock of collateral materials for state, regional and local conventions. Establish liaison the COMNAVCRUITCOM N91 to ensure adequacy of stock.

(g) Provide personnel to set up and dismantle Navy exhibits.

4406. ARMED SERVICES VOCATIONAL APTITUDE BATTERY (ASVAB) TESTING PROGRAM

a. Background. The ASVAB testing program is comprised of a series of subtests, which are used to assess aptitudes in various occupational areas. The ASVAB is provided in different forms, which permit its use both as an accession test and counseling tool in high schools and community colleges, and as a production test for the military services. ASVAB test scores are used to determine enlistment and basic school eligibility. COMNAVCRUITCOM N3 and BUPERS issue guidance on test scores required for enlistment and school eligibility to field activities.

b. Organization. The ASVAB Testing Program is administered under the direction of the Department of Defense through the U. S. Military Entrance Processing Command (MEPCOM) and its subordinate Military Entrance Processing Stations (MEPS) and Mobile Examining Teams (METs). Coordination is effected at the local level, by the Interservice Recruitment Committee (IRCs).

c. Program Guidance. Program guidance is contained in DoD Directive 1304.12 and Joint Services Directives (OPNAV Instructions 1100.4 and 1230.1). The amplifying directives and procedures manuals published by MEPCOM provide additional information on high school ASVAB testing. COMNAVCRUITCOM publishes supporting directives on program operation and administration as needed.

d. ASVAB Goaling and Progress Reporting System. MEPCOM provides listings of schools and marketing assignments by branch of service to each MEPS at the beginning of each school year and at other appropriate times during the year. The branch of service assignments of schools is based on agreements made at the IRC level. Complete data are available to the NAVCRUITDIST from the MEPS Commander each month. When there are differences between the MEPCOM reports and local data, corrective action is to be initiated at the IRC level working through the MEPS/MEPCOM chain of command. When corrective measures at the local level are unsuccessful, Commanding Officers of NAVCRUITDISTs should direct a letter to the MEPS Commander citing the details of the discrepancies with a copy sent to COMNAVCRUITCOM N3. ESSs neither administer the ASVAB nor do they serve as test proctors. ESSs who are requested by organizations other than COMNAVCRUITCOM to participate in ASVAB related surveys, studies and activities other than those listed above should contact COMNAVCRUITCOM N3 for guidance. Recruiters will assist as necessary in the marketing of the ASVAB and serve as test proctors when required by the NAVCRUITDIST.

4407. EDUCATION SERVICES SPECIALIST NETWORKING WITH MINORITY SERVICES EDUCATORS. Under the Navy Affirmative Action Program (NAAP), COMNAVCRUITCOM field ESSs are required to devote special attention to the recruitment of Officers and Enlisted personnel who are members of minority groups. Accordingly, ESSs, through acquisition of school marketing data and school liaison activities, shall assist recruiters in identifying quality minority students for Enlisted and Officer programs, particularly those students who possess entry-level math and science skills.

4408. EDUCATION SPECIALIST TRAINING AND ORIENTATION

a. The Program. Newly assigned ESSs are to be provided orientation and training in Navy procedures and programs.

b. Action Elements. NAVCRUITSTAs ensure the following minimum training and orientation program for newly appointed ESSs within the first year of their hire:

(1) A thorough review of the ESS's duties and responsibilities as outlined in the Civil Service Position Description and this section.

(2) A review of the ESS's responsibilities and authority within the local recruiting organization as well as their relationship to other members of the recruiting team (chain of command).

(3) Orientation to Civil Service career advancement opportunities, education benefits, rights and responsibilities.

(4) A review of Educator Awareness Division elements and resources including:

(a) Chief of Naval Education and Training (CNET)

(b) Military Entrance Processing Command (MEPCOM)

(c) Recruiting District Assistance Council (RDAC)

(d) Campus Liaison Officer (CLO)

(e) Defense Activity for Non-Traditional Education Support (DANTES)

(f) Naval Reserve Association (NRA)

(g) Naval Enlisted Reserve Association (NERA)

(h) Fleet Reserve Association (FRA)

- (i) Navy League of the United States
- (j) Retired Officers' Association (ROA)
- (k) Chief State School Officer
- (l) State Career Education Coordinator
- (m) State Vocational Education Coordinator
- (n) Navy College Education Services Specialist
- (o) Collateral Materials

(5) Participation as a guest on an EOJ.

(6) Visit to NAVCRUITDIST Headquarters.

(7) Successful completion of the NAVCRUITCOM ORIENT UNIT ESS course.

c. Additional Training. All ESSs shall complete retraining at NAVCRUITCOM ORIENT UNIT every five years.

d. Training Coordination. NAVCRUITCOM ORIENT UNIT ESS will monitor requirements for training of NAVCRUITDIST ESSs and coordinate with the NAVCRUITDISTs to ensure that the requirements are met. As needed, NAVCRUITDISTs should also arrange for management and professional development training for ESSs as prescribed in civilian personnel directives. NAVCRUITCOM ORIENT UNIT ESSs should assist in determining needs and appropriate courses.

4409. EDUCATOR AWARENESS DIVISION

a. General. Implementation of the Educator Awareness Division requires long range planning and a periodic reevaluation of resources.

b. Action Elements. NAVCRUITDISTs will assign budget responsibility for Educator Awareness to their ESSs. Using guidance contained in COMNAVCRUITCOMINST 7132.2 ESSs will develop resource requirements in writing to support the program and will monitor expenditures and balances against approved budgets.

Tab I

**Educator Liaison for High School and
Two-Year Post-Secondary Institutions
Planning Model for FY_____**

<u>Objective</u>	<u>Suggested Target Date</u>
Perform education market analysis.	July
Provide results of education market analysis to NAVCRUITDIST marketing officer.	30 July
Complete dividing schools by service for ASVAB Marketing (IRC agreements); establish IRC Agreement on "open season date" for schools not successfully marketed by individual services.	July
Commence marketing ASVAB to Navy assigned Schools, including, ASAP	
Submit the Education Specialist School Year Objectives Plan to the NAVCRUITDIST Commanding Officer for approval.	1 September
Submit the Education Specialist Annual Budget Plan to the NAVCRUITDIST Commanding Officer for approval in support of the Objectives Plan.	1 September
Submit written report on objectives accomplishment to for Commanding Officer approval. (Oct-May)	Monthly
Provide guidelines and assistance for obtaining directory information to EPO and Chief Recruiter.	September
Obtain "drop" lists from community colleges and provide to EPO. January,	October, June
Complete marketing ASVAB to Navy-assigned schools.	31 October
Update school data records and files to reflect current status.	Monthly

Tab I (Continued)

<u>Objective</u>	<u>Suggested Target Date</u>
Develop school visit schedule to account for problem schools (recruiter access, ASVAB, directory information); include recruiters to accompany Education Specialist on school visits; submit to Commanding Officer.	August, November, February

CHAPTER FOUR
NAVY AWARENESS

SECTION FIVE
EDUCATOR ORIENTATION VISIT (EOV) PROGRAM

4501. **FIELD SUPPORT AND EDUCATION PROGRAM.** The Commander, Navy Recruiting Command (COMNAVCRUITCOM), with the cooperation of the Chief of Naval Education and Training (CNET), Fleet and Naval Base Commanders, sponsors EOVs to enhance civilian educator awareness of the professional training methods and educational opportunities available to young men and women in the Navy. Selected educators, escorted by Navy recruiting personnel, will tour various CNET activities and fleet sites to view today's Navy training. Tours include briefings, meetings and conferences with Navy officials; discussions with recruits and students; and visits to ships, classroom sessions, berthing, messing, recreational areas and other support activities.

4502. **EOV PARTICIPANTS.** Must be bona fide educators or adult youth group advisors, including teachers, guidance counselors, school board members, administrators, two and four-year college professors, placement officials, coaches, media representatives, clergy members, high school or college student journalists, Boy Scouts of America and Girl Scouts of America executives, and Explorer chairmen. State Department of Labor Employment Office representatives may also be included.

4503. **PROGRAM GUIDANCE.** Complete guidelines for program participation are contained in COMNAVCRUITCOMINST 1156.1.

CHAPTER FIVE RECRUITING OPERATIONS

SECTION ONE RECRUITING ORIENTATION

5101. NAVY RECRUITING ORIENTATION UNIT (NAVCRUITCOM ORIENT UNIT). The Commanding Officer, NAVCRUITCOM ORIENT UNIT (COMNAVCRUITCOM (N7)) is directly responsible for all in-house and field training concerning recruiting.

a. Curriculum. The Commanding Officer, NAVCRUITCOM ORIENT UNIT will exercise control over the curriculum and training material presented at NAVCRUITCOM ORIENT UNIT, as well as monitor curriculum changes and development to ensure responsiveness to the needs of NAVCRUITCOM.

b. Scheduling. The Commanding Officer, NAVCRUITCOM ORIENT UNIT will prepare an annual schedule of convening dates for TAD and PCS courses offered.

5102. ENLISTED RECRUITER COURSES

a. Enlisted Navy Recruiter Orientation (ENRO) - Recruiter Canvasser CDP-942H, CIN: S-501-0020. ENRO is the basic Enlisted Recruiter Orientation training conducted at NAVCRUITCOM ORIENT UNIT in Pensacola, Florida. The course consists of 25 training days of competency-based instruction during which the students learn about, practice, and develop competence in the areas of selling, prospecting, processing, marketing, public speaking, recruiter incentives and quality of life issues. Each class is divided into "Zones"; each one is assigned a "Zone Supervisor", with all Zone Supervisors reporting to an overall "Chief Recruiter". This approach patterns the organizational lines of an actual Navy Recruiting District (NAVCRUITDIST) and ensures a better transfer of concepts learned into actual application. Team efforts toward problem solving are emphasized.

b. Recruiter Refresher Training - Great Lakes (RRT-GL) CDP 5263 CIN: S-501-0012. This course provides enlisted recruiters who have completed the ENRO Course and have been in the field for approximately six months a close-up overview of Recruit Training Command (RTC) at Great Lakes, IL. The course consists of five training days in which students are given the opportunity to interact with the RTC staff, tour recruit in-processing, observe "Night of Arrival", Moment of Truth, a Special Programs brief, and

Battle Stations and complete training by attending an RTC Graduation Ceremony. The course's purpose is to enhance the recruiter's

insight and understanding of pertinent issues impacting the recruit while at RTC.

5103. OFFICER RECRUITER (OR) COURSES

a. Navy Recruiting Leadership Academy (NRLA). NRLA is the basic orientation and training department for prospective recruiting managers and Officer recruiters. The courses of instruction are modularized to meet the specific needs of Prospective Commanding Officers (PCOs) and Executive Officers (PXOs), Officer Programs Officers (OPOs), Enlisted Programs Officers (EPOs), Officer Recruiters (ORs), and other associated NAVCRUITDIST and NAVCRUITREG Staff personnel. The curriculum is designed to present opportunities for students to learn about, practice and develop competency in areas of recruiting sales, recruiting programs, applicant processing, management tools and administrative requirements necessary to conduct successful recruiting operations in their respective billets.

b. Prospective Executive Officer Course (PXO) CDP 962F CIN: S-7C-2412. This course provides Officers with the skills and knowledge to perform duties as recruiting managers in NAVCRUITDISTs, NAVCRUITREGs and on COMNAVCRUITCOM Staff. Instruction is modularized to meet the specific needs of Executive Officers and NAVCRUITREG Chief Staff Officers. Students learn about and develop competence in areas of recruiting including: military and civilian manning and management, resources and budgeting, goaling and attainment, market identification and penetration, Officer and Enlisted Programs, Professional Sales Selling, Professional Sales Coaching and COMNAVCRUITCOM Special Assistant briefs. Students will also participate in a one-week field trip to a NAVCRUITDIST and COMNAVCRUITCOM Headquarters to enhance comprehension of the curriculum. All lessons provide the essential management tools and administrative requirements necessary to conduct successful field recruiting operations in their respective billets.

c. Prospective Commanding Officer Course (PCO)- CDP 942K CIN: S-7C-2410. This course provides NAVCRUITDIST XO's and NAVCRUITREG Chief Staff Officers who have completed the PXO Course, and have been in the billet for approximately one year, an executive overview of COMNAVCRUITCOM at Millington, TN. The course consists of five training days during which students are briefed by and interact with COMNAVCRUITCOM Department Heads and Special Assistants. The course's purpose is to provide NAVCRUITDIST-specific information relevant to Executive Officers who are about to Fleet up to the Commanding Officer position.

d. Officer Programs Officer (OPO) Course CDP 946P CIN: S-9E-0001. This course provides Officers who have previously attended the OR Course with the skills and knowledge to perform

duties as an OPO Department Head at NAVCRUITDISTs, NAVCRUITREGs, and on the COMNAVCRUITCOM Staff. The course consists of 10 training days in which students learn about, practice, and develop competence in the areas of Officer recruiting including: military and civilian manning and management, resources and budgeting, goaling and attainment, development and execution of a Marketing Operations Plan, computer software systems, campus visits, testing, officer programs, production and processing, Delayed Entry Program, Professional Sales Coaching, training requirements and resources, production analysis, recruiter incentive programs, and includes a field training visit to COMNAVCRUITCOM with briefs given by associated staff members. All lessons provide the essential management tools and administrative requirements necessary to enhance successful field recruiting operations in their billet.

e. Enlisted Programs Officer (EPO) Course CDP 962E CIN: S-7C-2411. This course provides Officer and Senior Enlisted personnel with the skills and knowledge to perform duties as Enlisted Programs Department Head at NAVCRUITDISTs, NAVCRUITREGs, and on the COMNAVCRUITCOM Staff. The course consists of fifteen training days in which students learn about, practice, and develop competence in the areas of Enlisted recruiting including: military and civilian manning and management, resources and budgeting, goaling and attainment, market identification and penetration, Enlisted programs, production and processing, Delayed Entry Program, test control, Professional Selling Skills, training requirements and resources, production analysis, recruiter incentive programs, and ethics. All lessons provide the essential management tools and administrative requirements necessary to conduct successful field recruiting operations in their respective billet.

f. Officer Recruiter (OR) Course CDP 962H CIN: S-7C-2414. This course provides Officer and Enlisted personnel with the skills and knowledge to perform the duties as an OR at NAVCRUITDISTs, NAVCRUITREGs, and on the COMNAVCRUITCOM Staff. The course consists of 15 training days in which students receive an overview of all Officer programs, computer software systems, Professional Selling Skills, execution of the Marketing Operations Plan, testing, production and processing requirements, Delayed Entry Program, public speaking, resource management, recruiter incentive program, ethics, and includes several roundtable discussions. Enlisted personnel are assigned the 9587 NEC upon successful completion of the course. All lessons enhance the recruiter's effectiveness by providing training on the essential tools and administrative requirements necessary to ensure successful field recruiting.

g. MEDCRUIT II CDP 5260 CIN: S-501-0009. This course provides Officer and Enlisted medical recruiters who have completed the OR Course and have been in the field for approximately six months with the advanced skills necessary to effectively recruit health care

professionals. The course consists of five training days in which students learn effective market planning, processes for goal attainment, advanced sales techniques, and motivational techniques for building personal and professional success. All lessons enhance the medical recruiter's effectiveness and better enable them to conduct successful medical recruiting.

5104. CAREER RECRUITER FORCE (CRF) AND RECRUITER IN CHARGE (RINC) TRAINING. NAVCRUITCOM ORIENT UNIT sponsors intermediate and advanced level training for members of the Career Recruiter Force (CRF) and Recruiters assigned as RinCs.

a. Chief Recruiter Course CDP 946R CIN: S-501-0032. This course provides senior Career Recruiters who will be assigned as a billeted Chief Recruiter of a NAVCRUITDIST with the skills and knowledge to perform duties as the Enlisted production specialist. The course consists of ten training days during which students learn, practice, and develop competence in the areas of Enlisted recruiting: organization, leadership, personnel management, recruiter incentive programs, training, Professional Sales Coaching, goaling, marketing, resource management, Delayed Entry Program leadership, management reports, production analysis, Navy Recruiting Station visits, production inspections, activity analysis, office automation, and ethics and prohibited practices. Prerequisites for the course include completion of National Chief Recruiter Qualification Board and selection for Chief Recruiter.

b. CRF Academy (CRF-A) CDP 525F CIN: S-501-0006. This course provides members of the CRF community with the knowledge and skills to effectively manage recruiting systems and lead recruiters at the Leading Petty Officer level. The course consists of 30 training days in which students practice, develop competence and mastery of recruiting procedures and techniques in the areas of Professional Selling Skills, Professional Sales Coaching, station administration, recruiting ethics and prohibited practices, prospecting, processing, production analysis, goaling, public speaking using Navy Counselor related topics, marketing and station management systems, quality of life issues, NAVCRUITCOM Inspector General issues, leadership and personnel management techniques. The CRF Academy is for students that have been selected for the CRF program by the CRF Selection Board. All lessons provide the essential management tools and administrative requirements necessary to perform successfully as a field recruiter leader.

c. CRF Continuum (CRF-C) CDP 525G CIN: S-501-0007. This course provides senior CRF members who have attended the CRF-A Course with an enhanced refresher. The course consists of ten training days designed to refresh the students in the areas of Professional Sales

Coaching, leadership, personnel management, goaling, marketing, training, Delayed Entry Program leadership, production analysis, and office automation through the use of computer software systems. All lessons provide the essential management tools and administrative requirements necessary to perform successfully as a recruiter leader.

d. Recruiter-in-Charge Course (RinC) CDP 5262 CIN:

S-501-0010. This course provides enlisted recruiters who have completed the ENRO Course with the skills and knowledge to effectively manage recruiting systems and lead recruiters at the Leading Petty Officer level. The course consists of eight training days in which students practice, develop competence and mastery of recruiting procedures and techniques at a station management level in the areas of Professional Sales Coaching, leadership, ethics, prospecting, processing, production analysis, marketing and station management systems. This course targets RinCs who are not part of the CRF; however, CRF RinCs without previous formal training are strongly encouraged to attend. All lessons provide the essential management tools and administrative requirements necessary to conduct successful field recruiting operations in their respective billet.

5105. ENLISTED AND OFFICER PROCESSING COURSES. NAVCRUITCOM ORIENT UNIT provides specialized training in classification and processing of military applicants and enlistees.

a. Enlisted Processing Division Supervisor Courses CDP 946S CIN: S-500-0001. This course provides mid-level civilian and senior enlisted personnel who are assigned to a Navy Recruit Processing Station with the skills and knowledge to perform the duties as the EPDS. The course consists of ten training days in which students learn about, practice, and develop competence in the areas of enlisted processing: organizational management, administration, Recruiting Qualification System, enlisted programs and ratings, PRIDE Programs, Basic Enlistment Eligibility Requirements (BEERS), enlistment waivers, program waivers, mental and physical testing, enlistment forms and documents, Delay Entry Program discharge procedures, interpersonal relationships and ethics. A minimum of three months on-station is recommended for individuals prior to attending this course.

b. Classification Interviewer Course CDP 945P CIN: S-501-0031. This course provides Enlisted personnel with the skills and knowledge to perform the duties as a Classifier Interviewer at Navy Recruit Processing Station assigned to a NAVCRUITDIST, Personnel Support Detachment, RTC, and Naval Reserve Recruiting Command. The course consists of 20 training days in which students learn Enlisted Programs and ratings, occupational interviewing, Professional Selling Skills, testing procedures, PRIDE Computer Programs, BEERS, enlistment waivers, program waivers, enlistment forms and documents

and interpersonal relationships. Quota requests for Recruiter Classifier must be forwarded through NAVCRUITREG for approval. Students must have a minimum of 18 months remaining onboard and complete a two-week indoctrination period at the Military Entrance Processing Station prior to attending. Personnelmen requests to attend the Enlisted Classification Course must include an approved NAVPERS 1306/7 submitted to BUPERS via NAVCRUITREG and COMNAVCRUITCOM. Personnelmen are assigned the 2612 NEC and Recruiter Classifiers (all other ratings) are assigned the 9586 NEC upon successful completion of the course.

c. Enlisted Processing Assistant Course (EPA) CDP 5265 CIN: S-501-0013. This course provides entry-level civilian and enlisted processing assistants who are assigned to a Navy Recruit Processing Station with the skills and knowledge to perform the duties as an enlisted processor. The course consists of five training days in which students learn about BEERS, processing of enlistment forms and documents, enlistment waivers, program waivers and Delay Entry Program discharge/reclassification procedures. Students are recommended to have a minimum of one-month on-station prior to attending.

d. Officer Programs Quality Control (OPQC) Course CDP 962G CIN: S-7C-2413. This course provides mid to entry-level civilian and enlisted processing supervisors and assistants who are assigned to a NAVCRUITDIST or Navy Officer Recruiting Station with the skills and knowledge to perform the duties as Officer processor. The course consists of five training days in which students learn about BEERS, processing of Officer forms and documents, waivers, appointment orders, Delay Entry Program discharge procedures, and briefings given by COMNAVCRUITCOM Staff. Students are recommended to have a minimum of one-month on-station prior to attending.

5106. RECRUITING SUPPORT COURSES. NAVCRUITCOM ORIENT UNIT provides specialized training for personnel serving at NAVCRUITDISTs in a support capacity including:

a. Command Master Chief (CMC) Recruiting Orientation Course (CMCRO) CDP 959S CIN: S-501-0021. This course provides Master Chief Petty Officers with the CMC designator (9580 NEC) with the skills and knowledge to perform duties as the Senior Enlisted Advisor at the NAVCRUITDIST. The course consists of ten training days in which students learn about, and become familiar with recruiting organization personnel management, recruiting duty prerequisites, Ultimate Duty Assignments, MEPS, training, goaling, resource management, recruiter incentive programs, ethics and prohibited practices, and military health care benefits. All lessons provide the essential recruiting orientation necessary to enhance the personal and professional success of Sailors assigned to the NAVCRUITDIST.

b. Chief Administrator Course CDP 526W CIN: S-501-0014. This course provides civilian and Enlisted personnel with the skills and knowledge to perform the duties as Chief Administrator assigned to an NAVCRUITDIST. The course consists of five training days in which students learn about, practice, and develop competence in the areas of Reports Management, Forms Management, Correspondence, Training, Service Records, Directives and Several Administration Practices.

c. Logistic Support Officer CDP 946N CIN: S-551-0001. This course provides civilian and Enlisted personnel with the skills and knowledge to perform the duties in a Logistic Support billet when assigned to the NAVCRUITDIST. The course consists of 15 training days in which students learn about, practice, and develop competence in the areas of administration of a department, the Financial Management System, government telephone/communication, official mail, vehicle management, material control, and plant/minor property.

d. Local Effective Accession Delivery System (LEADS) Production Team CDP 964L CIN: S-500-0005. This course provides civilian personnel and successful Chief Petty Officers or above (unless waived) with the skills and knowledge to perform duties as Supervisors and Advertising Coordinators assigned to an NAVCRUITDIST. The course consists of nine training days in which students learn about, practice, and develop competence in the areas of advertising, LEADS conversion rates and administration of the department. Students are recommended to have a minimum of one to three months on-station prior to attending.

e. Systems Administrator CDP 964G CIN: S-500-0003. This course provides students with the skills and knowledge to perform the duties as Systems Administrator assigned to an NAVCRUITDIST. The course consists of five training days in which students learn about computer-based training, operating systems, word processing, databases, spreadsheets, computer security, and computer and software procurement procedures.

f. Public Affairs Officer CDP 964K CIN: S-551-0001. This course provides students with the skills and knowledge to perform the duties as Public Affairs Officer assigned to an NAVCRUITDIST. The course consists of five training days in which students learn about Public Affairs and Navy Journalism.

g. Education Services Specialist (ESS) Orientation CDP 964F CIN: S-570-0002. This course provides students with the skills and knowledge to perform duties as Educational Services Specialist assigned to an NAVCRUITDIST. The course consists of five training days in which students participate in classroom

instruction, discussion, and presentations to orientate the new ESS to the duties and responsibilities of the billet and the proper procedures applicable to education liaison functions.

h. Education Service Specialist Refresher CDP 228T CIN: S-570-0004. This course is a refresher designed to reinforce the student's skills and knowledge and enhance their performance as an ESS assigned to the NAVCRUITDIST. The course consists of five training days of classroom instruction reinforcing the duties and responsibilities of the billet and the proper procedures applicable to education liaison functions. Instruction includes such topics as verification of traditional and non-traditional educational documents, computerization of ESO duties, and balancing the roles of assisting recruiters versus quality control.

5107. NATIONAL TRAINING TEAM (NTT). Provides and conducts field training for Enlisted recruiters, Officer recruiters, supervisory and support personnel assigned to NAVCRUITDISTs at the request of the NAVCRUITDIST Commanding Officer or NAVCRUITREG Commander. NTT also assists COMNAVCRUITCOM Inspector General in conducting command inspections of NAVCRUITDISTs.

CHAPTER FIVE RECRUITING OPERATIONS

SECTION TWO NUCLEAR PROPULSION OFFICER CANDIDATE (NUPOC)

5201. NUCLEAR FACILITY VISITS

a. Background. The Nuclear Power Facility Visit procedure was established in 1973 to offer prospects a first hand motivating view of the Navy's Nuclear Power Program. The Nuclear Power Facilities and the operating forces have been very helpful and cooperative.

b. Guidelines

(1) Experience has shown that the optimum size group is about 20 prospects and escorts. All prospects must be serious candidates and meet the basic qualifications for the NUPOC Program. On a case-by-case basis, selected influential faculty members may be included. Visits of two-day duration have been most successful, but shorter or longer trips may be arranged.

(2) The ships available, shore facilities and accommodations vary with the locations. For example: SUBASE, New London very seldom have any BOQ space while COMNAVSURFLANT and COMNAVSURFPAC infrequently have nuclear power ships available for visit. Therefore, details of each visit should be worked out with the liaison officers in order to tailor the trip for maximum benefit. Informal discussions with the ships' Officers have proven most beneficial in addition to ships' tours.

c. Funding. NAVCRUITREG Commanders shall furnish funds for support of this program. Augmentation of funds to assist in defraying costs is available. Commercial transportation of prospects under Applicant Travel Order procedures is authorized. Transportation of educators must be approved as Invitational Travel Orders. In some cases, Navy air transportation may be available, similar to Educator Orientation Visits. Accommodation and subsistence arrangements should be established during liaison visits with the specific facility. Prospects should be advised to have sufficient personal funds to cover incidental expenses.

d. Contact Points. Liaison should be coordinated through contact points on the operational staffs.

e. Procedures. With permission of the Commander, Navy Recruiting Region, the Area Nuclear Trained Officer (ANTO) should coordinate with the NAVCRUITDIST's the desired approximate time and number of applicants available for a visit. He should then contact the liaison officer. Details of the time, itinerary, accommodations

and other specifics should be mutually arranged. The key to a successful visit is maximum lead/planning time between the liaison officers. Any problems or conflicts arising should be referred to COMNAVCRUITCOM (N3330) for resolution or assistance.

5202. NUCLEAR INTERVIEW PROCEDURES

a. Background. Director, Division of Naval Reactors, interviews all applicants for the NUPOC and 1105I/NR programs. This interview is the final step in the selection process.

b. Orders. Applicant should be issued applicant travel orders to arrive in Washington, DC the day before the scheduled interview. A representative from COMNAVCRUITCOM (N3330) will brief applicants that evening on the proposed agenda. Applicants' orders should direct them to report to Naval Reactors prior to 0745 on the interview day. Interviews are normally completed in one day, but in some instances may last two days. Return travel arrangements should be made for no earlier than 1900 on the day of the interview.

c. Attire. All applicants should be prepared with appropriate attire for a formal job interview, i.e., coat and tie for males and suitable attire for females.

d. Meals and Lodging. COMNAVCRUITCOM (N3330) will pay all meals and lodging expenses during the interview stay.

e. Debrief and Enlistments. All applicants are debriefed at the hotel following the interview. All selected applicants are anticipated to enlist in Washington, DC immediately following interview. Enlisted Service Records for all applicants should be prepared and brought to the interview. These records should be completed in accordance with COMNAVCRUITCOMINST 1131.2, Navy Officer Recruiting Manual. Those applicants who do not enlist in Washington are normally required to enlist within five working days after the interview.

RECRUITING OPERATIONS

SECTION THREE MEDICAL RECRUITING RESPONSIBILITIES

5301. GENERAL INFORMATION

a. The Commander, Navy Recruiting Command:

(1) Responsible for recruiting to Navy Medical programs.

(2) Exercises responsibilities to provide advertising, logistics, recruiting aids, audiovisual, and exhibit support of the medical recruiting field organization;

(3) Assigns recruiting goals to NAVCRUITREG Commanders based on requirements established by the Chief of Naval Personnel.

b. The Director, Restricted Line/Staff Community Management Division (N34):

(1) Head, Medical Community Management Branch (N341), under the direction of the Director, Officer Programs Division and Director, Operations Department, is responsible for all headquarters functions relating to Navy Medical programs.

(2) Principle point of contact for all matters relating to recruitment for medical programs.

5302. MEDICAL RECRUITING FIELD ORGANIZATION

a. Each Commander, Navy Recruiting Region:

(1) Responsible for all Medical Officer recruiting within their assigned NAVCRUITREG.

(2) Ensures that the Medical Programs Officer is provided with adequate administrative support personnel.

(3) Ensures that active support at all levels is given to the Medical Programs recruiting effort.

(4) Is responsible for the reallocation of recruiting goals to each Navy Recruiting District within the NAVCRUITREG.

b. The Navy Recruiting Region Medical Programs Officer:

(1) Manages all Medical programs for NAVCRUITREG Commanders.

(2) Responsible for the control, coordination, and execution of Medical Officer recruiting within the NAVCRUITREG.

(3) Develops and maintains productive relationships with all influential and target market groups within the NAVCRUITREG by participating in and/or coordinating the participation of indigenous assets in seminars, conferences, etc.

(4) Effects liaison with the Commanding Officers or Officers-in-Charge of each Navy Medical Facility located within the NAVCRUITREG in order to gain assistance of active duty medical personnel in promoting Medical Programs recruiting.

(5) Effects liaison with the Naval Reserve Readiness Command Regions to maximize efforts of inactive duty medical department personnel to include:

(a) Recruiting Liaison offices of Medical Treatment Facilities for coordination of professional interviews, physical examinations and miscellaneous recruiting support including the use of staff physicians under the Physicians Recruiting for the Navy (PRN) Programs.

(b) Medical School Liaison Officers and Dental School Liaison Officers for the recruitment of applicants for student programs.

CHAPTER FIVE
RECRUITING OPERATIONS
SECTION THREE
NROTC RECRUITING RESPONSIBILITIES

R)

5303. GENERAL INFORMATION

a. Commander, Navy Recruiting Command:

(1) Responsible for recruiting candidates for the Navy Reserve Officer Training Corps Scholarship Program.

(2) Exercises responsibility to provide advertising, logistics, recruiting aids, audiovisual, and exhibit support of the NROTC recruiting field organization;

(3) Assigns recruiting goals to NAVCRUITREG Commanders based on requirements established by the Naval Service Training Center.

b. NROTC Program Director(N33):

(1) Head, Naval Reserve Officer Training Corps Management Branch (N331), under the direction of the Director, Operations Department (N3), is responsible for all headquarters functions relating to Naval Reserve Officer Training Corps Scholarship Program.

(2) Principle point of contact for all matters relating to recruitment for the NROTC Scholarship Program.

5304. NROTC RECRUITING FIELD ORGANIZATION

a. Commander, Navy Recruiting Regions:

(1) Responsible for all NROTC recruiting within their assigned NAVCRUITREG.

(2) Is responsible for the reallocation of recruiting goals to each Navy Recruiting District (NAVCRUITDIST) within the NAVCRUITREG.

b. Navy Recruiting Region Enlisted Programs Officer:

(1) Supervise the NROTC program for NAVCRUITREG Commanders.

(2) Responsible for the control, coordination, and execution of NROTC recruiting within the NAVCRUITREG.

(3) Effects liaison with the Navy Blue and Gold Officers located within the NAVCRUITREG in order to gain assistance in promoting the NROTC Program.

(4) Effects liaison with assigned NAVCRUITDIST (EPO'S) to maximize efforts in coordinating and recruiting of quality NROTC applicants.

c. Navy Recruiting District Commanding Officer:

(1) Responsible for all NROTC recruiting within their assigned NAVCRUITDIST.

(2) Responsible for attaining assigned NROTC goals as delegated by Commander, Navy Recruiting Region.

(3) Assign NAVCRUITDIST EPO to supervise NROTC recruiting effort for the District.

d. Navy Recruiting District Enlisted Programs Officer:

(1) Supervises the NROTC program for their assigned NAVCRUITDIST.

(2) Responsible for the control, coordination, and execution of NROTC recruiting within the NAVCRUITDIST.

(3) Develops and maintains productive relationships with all influential and target market groups within the NAVCRUITDIST.

(4) Effects liaison with the Navy Blue and Gold Officers located within the NAVCRUITDIST in order to gain assistance in promoting the NROTC Program.

(5) Effects liaison with assigned NRD NROTC Coordinator to maximize efforts in coordinating and recruiting of quality NROTC applicants.

e. Navy Recruiting District NROTC Coordinator:

(1) Effectively manages the NROTC program for their assigned NRD.

(2) Responsible for the control, coordination, and execution of NROTC recruiting within the NAVCRUITDIST.

(3) Develops and maintains productive relationships with all influential and target market groups within the NAVCRUITDIST by participating in and/or coordinating the participation of indigenous assets in seminars, conferences, etc.

(4) Effects liaison with the Navy Blue and Gold Officers located within the NAVCRUITDIST in order to gain assistance in promoting the NROTC Program.

(5) Actively trains NAVCRUITDIST recruiting personnel on NROTC procedures and recruiting practices.

(6) Effects liaison with assigned NAVCRUITDIST Recruiters, Nuke Coordinators, and MEPS Classifiers to maximize efforts in coordinating and recruiting of quality NROTC applicants.

CHAPTER FIVE
RECRUITING OPERATIONS

SECTION FOUR
PERSONALIZED RECRUITING FOR IMMEDIATE AND DELAYED ENLISTMENTS
(PRIDE)

5401. PRIDE CONTINGENCY OPERATIONS

a. Background. Data Processing Services for PRIDE are provided by Defense Mega center, Mechanicsburg, PA (DMC/MECH). System down time due to computer malfunction has been minimal; however, the possibility of a major computer malfunction necessitates a contingency plan.

b. Implementation of Contingency Plan. The contingency plan shall be implemented at the direction of the Director, Enlisted Programs Division (N32) or designated representative, when liaison with DMC/MECH confirms that the computer supporting PRIDE has suffered a casualty, with an excessive or no estimated time of repair (ETR). If the casualty occurs in the AM (EST), the contingency plan will not be implemented until 12:00 (EST). When the casualty occurs in the PM (EST), the implementation will be based on the ETR. NAVCRUITREG Commanders shall be notified by telephone that the contingency plan is in effect. The test of the message will have amplifying information/procedures, if required. The NAVCRUITREG Commanders are responsible for informing subordinate commands that the contingency plan has been implemented. Once placed in effect, the contingency plan shall remain in operation until the NAVCRUITREG Commanders are notified by N32 that the DMC/MECH computer is on-line.

c. Guidelines. Under the contingency plan, the following guidelines are established for making reservation (Flat-sheeting) and, provided the applicant is qualified for the reservation, all reservations will be honored. Four-YO Gendets, Nuclear Field, and ratings off the PRIDE "Over Ship" list will be offered. Prior to offering a rating off the "Over Ship" list, telephone PRIDE to ensure the rating still exists. In the circumstances of "special cases", PRIDE can use the most recent Universal Quota File (UNIVER) list for possible "over-sells". The NAVCRUITREG Commander and PRIDE Director must approve these "special cases". In the event guarantees made exceed the NAVCRUITREG goals, including "over ships", there will be a reduction in out-month goals.

d. Adherence to RTC Shipping Guidelines. When making reservations under the contingency plan, strict adherence to RTC shipping guidelines published by COMNAVCRUITCOM shall be maintained. Recruits needing PRIDE Control Numbers (PCN's) will be out-of-cycled, if necessary, to allow for the PCN to be issued when the system comes back on line.

e. Action

(1) Director, Enlisted Programs Division N32 must:

(a) Notify NAVCRUITREG Commanders that the contingency plan is in operation.

(b) Track all "over ship list" and "special case" reservations.

(c) When the DMC/MECH computer and PRIDE program has been restored, notify NAVCRUITREG Commanders and terminate the contingency plan.

(d) Force "A" school reservations into the system as needed. Verify and adjust 4YO attainments and goals. If necessary, adjust out-month goals via N5.

(2) Commanders, Navy Recruiting Regions:

(a) Notify NAVCRUITDIST COs that the contingency plan is in operation.

(b) Screen the NAVCRUITDIST's request for validity.

(c) "Flat-sheet" all 4YO Gendet and Nuclear field requests, bearing in mind any current restraints and restrictions to the 4YO Gendet program. Refer to N32 for assistance.

(d) Telephonically relay the NAVCRUITDIST's request for a reservation off the "over ship list" or for "special cases" to PRIDE at N32.

(e) When notified by N32 to terminate the contingency plan, notify the NAVCRUITDIST COs to resume normal operations.

(f) Verify Area Goal (ARGOAL) and notify N32 of apparent discrepancies.

(3) Commanding Officers, Navy Recruiting Districts must make ALL reservations telephonically via the NAVCRUITREG Commander.

CHAPTER SIX
INFORMATION TECHNOLOGY/COMMUNICATIONS

SECTION ONE
GENERAL SUPPORT

6101. POLICY. The Information Technology/Communications Department (N6) establishes and publishes Automated Information Systems (AIS) policy and standards for the Headquarters (HQ) and all field activities. The development and use of information systems will be in accordance with these policies and standards. The Commander, Navy Recruiting Command (COMNAVCRUITCOM) Inspector General (00IG), will monitor Field implementation of these policies and standards.

6102. MAJOR AUTOMATED INFORMATION SYSTEMS (AIS). The major AIS', which support COMNAVCRUITCOM, include:

a. Personalized Recruiting for Immediate and Delayed Enlistment (PRIDE). This system is a nationwide on-line interactive classification and reservation system through which the Navy maintains and manages Recruit Training Command (RTC) and initial "A" school assignments for enlisted personnel who are processed at local Military Entrance Processing Stations (MEPS). Problems should be referred to COMNAVCRUITCOM, Operations Department (N3).

b. Personalized Officer Recruiting and Tracking (PORT). This system is a nationwide on-line interactive tracking and reporting system for Officer Entrance Processing. Problems should be referred to N3.

c. Recruiting Data System (RDS). This system is comprised of multiple programs sponsored by the various headquarters departments. It primarily provides statistical analysis reports supporting the management of the recruiting process throughout COMNAVCRUITCOM. Problems should be referred to Applications Services Division (N62).

d. RTools. RTools provides office automation features at the recruiting station level. RTools includes recruiter productivity enhancement tools to automate prospect identification, selection and sorting; to computerize paperwork associated with enlistment kit production; and to reduce redundant data entry and the inherent errors/omissions associated with data entry. Problems should be referred to N62.

6103. HELP DESK. The IT Support Division (N64), Help Desk, provides technical support for COMNAVCRUITCOM HQ and subordinate commands on microcomputers, peripherals, software, and problems relating to configuration and troubleshooting. Help Desk support is limited to those items listed in the minor property inventory

database on the Recruiting Quarterdeck site. Callers should be prepared to provide appropriate nomenclature; inventory record ID, and serial number of the equipment needing support. For technical support enter a Trouble Ticket via the Recruiting Quarterdeck Intranet site. If unable to access the Recruiting Quarterdeck, call the Help Desk at (901) 874-9355, DSN 882-9355.

6104. **WEB HOSTING.** COMNAVCRUITCOM HQ operates two distinct web sites, one of which is public (cnrc.navy.mil) and one of which is private (Recruiting Quarterdeck e.g., an Intranet site).

a. cnrc.navy.mil - This is the public command information site for the Navy Recruiting Command. COMNAVCRUITCOMINST 5720.12, Web Site Administration, has directed that a single source will present information for which an organization is responsible. All information posted to the COMNAVCRUITCOM web site must comply with that instruction.

b. The Recruiting Quarterdeck - This is the command Intranet site for the Navy Recruiting Command and contains data of interest to various levels of personnel, including but not limited to: personnel at COMNAVCRUITCOM HQ, field recruiters, Navy Recruiting Orientation Unit (NAVCRUITCOM ORIENT UNIT), NAVCRUITDIST personnel, and MEPS personnel. The Recruiting Quarterdeck includes information about COMNAVCRUITCOM HQ departments and programs as well as recruiter advertisements, directives, instructions, and various other graphic and text files. Detailed instructions related to this site are included in COMNAVCRUITCOMINST 5720.12. The URL is <https://rq.cnrc.navy.mil/default.htm>

6105. **E-MAIL.** E-mail is the primary communication tool for COMNAVCRUITCOM. For the recruiter, it provides a fast, efficient method of distribution of daily leads. E-mail can be accessed with Outlook, Outlook Express, and any Internet browser by using Microsoft Outlook Web Access (OWA). Access to COMNAVCRUITCOM e-mail accounts is available anywhere in the world with a 128 bit secure browser. Using a browser, type in the following URL: <https://owa.cnrc.navy.mil>. A login page will appear to enter an e-mail account name. Hit enter and a "popup box" will appear asking for a valid NT Username and Password that has access to the account. Enter the correct username and password and the account will be opened for reading and sending e-mail via the individual's e-mail account through the web interface.

6106. **DATA PROCESSING SERVICES REQUEST (DPSR).** Procedures for submitting changes to existing applications or development of new applications are included in COMNAVCRUITCOMINST 5234.1, Software Development Policy. The Configuration Control Board is responsible for prioritizing DPSRs. Contact N62 for assistance.

6107. **CONFIGURATION CONTROL BOARD (CCB).** The CCB provides a centralized configuration control capability to monitor and control

configuration changes of COMNAVCRUITCOM systems with the goal of ensuring interoperability and compatibility throughout the command. Responsibilities of the CCB and Working Groups (WG) are designed to provide a formal method of identifying, documenting, costing and prioritizing requirements. This process results in the development of work plans that are used for the efficient allocation of resources. The CCB is chaired by one of the members elected at the first meeting, with each Director representing their respective Department and specific business process. Working Groups will be formed to address specific functional requirements and technologies. The WG is made up of functional and technical experts supporting the Lead Functional Representative and Technical Manager. The WG serves as the action arm of the CCB and supports the Functional Manager in the operation and management of the designated system.

CHAPTER SIX
INFORMATION TECHNOLOGY/COMMUNICATIONS

SECTION TWO
SYSTEMS ADMINISTRATION

6201. GENERAL. Every Navy Recruiting Region (NAVCRUITREG), Navy Recruiting District (NAVCRUITDIST), the NAVCRUITCOM ORIENT UNIT, and Headquarters Department will assign in writing a System Administrator (SYSAD). The SYSAD will be the primary point of contact for all AIS matters within their area of responsibility. SYSAD assignment at the COMNAVCRUITCOM subordinate command level should be a primary duty, not a collateral duty. Each Headquarters N-code and subordinate command will appoint in writing an alternate SYSAD who will perform SYSAD duties in the event of the primary SYSAD's absence.

6202. PREREQUISITES. Prior to designating the SYSAD or alternate SYSAD, the appointing authority should ensure that the individual possesses the technical knowledge and/or aptitude to learn and perform software installation, and assist overall systems troubleshooting. The SYSAD's first responsibility is to complete the DoD Level I requirements (A+ Certification, Networking Essentials, NT 4.0 User Fundamentals, NT 4.0 Administering, UNIX Fundamentals, UNIX Intermediate and TCP/IP Concepts and Architecture). Certification requirements can be achieved through formal classroom training or by on-line Microsoft courses through Navy E-Learning Web site (www.navylearning.navy.mil). The COMNAVCRUITCOM Information Systems Security Manager (ISSM) will grant certification.

6203. DUTIES AND RESPONSIBILITIES OF COMNAVCRUITCOM SUBORDINATE COMMAND SYSADS. The SYSAD is the direct assistant to the Executive Officer, providing information on all AIS system matters. The SYSAD serves as the primary point of contact on matters relating to Information Technology (IT), computers, design, development, maintenance, operation, and training. The SYSAD will serve as the NAVCRUITDIST's Local Area Network (LAN) Administrator ensuring operation for NAVCRUITDIST users and all Navy Recruiting Stations (NAVCRUITSTA) within his/her area of responsibility. The SYSAD will be responsible for troubleshooting all recruiting legacy application software (RTOOLS, OTOOLS, Goldmine, FASTDATA, NRAMS, etc.). Specific duties include:

a. Maintain reports for equipment and software problems utilizing "Footprints" and "IMP Inventory" on COMNAVCRUITCOM Recruiting Quarterdeck Internet site.

b. Be completely familiar with the types, quantities, and locations of all ADP/IT equipment at their command to facilitate the development of the 5-year life-cycle management plan to phase out all ADP/IT equipment, which the SYSAD must keep current. Maintain licensing information on all software utilized by the command.

c. Maintain server back-up library. Restore required files as requested by users.

d. Provide various IT reports to COMNAVCRUITCOM HQ semi-annually and on special request. Provides or coordinates command training and support on commercial-off-the-shelf (COTS) PC software and government specialized software (i.e., CFMS, OTOOLS, RTOOLS, NRAMS, Dial-up, Outlook, Footprints, PRIDE, PORT, EPQS, etc.).

e. Conduct random inspections at the NAVCRUITDIST and NAVCRUITSTA' to determine security structure and functionality.

f. Prepare yearly Information Management Plans (IMPs), forecasting future requirements. (Plans and projections must cover IT supplies, system & software upgrades, enhancements, replacement and system expansion for NAVCRUITDISTs/NAVCRUITSTAs/MEPs). Maintain written paperwork on all IT requests and purchases.

g. Prepare Command correspondence, instructions, notices, reports, and charts as they apply to IT.

h. Execute Information Assurance Vulnerability Alert (IAVA) requirements and report compliance.

i. Investigates, evaluates, and recommends remedial action or improvements when problems are detected in IT areas. Support includes microcomputer site installation, software installation, software and hardware training and software/hardware maintenance and troubleshooting.

j. Ensure technical documentation is maintained for every piece of hardware.

k. Supports the users with Microsoft Exchange/Outlook, which includes troubleshooting, creating and setting permissions on Outlook folders, adding or deleting command distribution lists, and accessing mail upon request. Performs routine preventative maintenance on the File/Print and application servers to remove outdated data.

l. Resolve operating systems problems and debugging of software.

- m. Resolve any and all stand-alone/LAN printer errors.
- n. Understand software development requests and Web development/operation in accordance with headquarters instructions.
- o. Understand password requirements and assist users with mandatory compliance.
- p. Ensure all media is properly labeled per COMNAVCRUITCOMINST 5239.1, Navy Recruiting Command (NAVCRUITCOM) Information Systems Security (INFOSEC).
- q. Ensure all systems have required DoD Security Banner in place.

6204. DUTIES AND RESPONSIBILITIES OF HEADQUARTERS SYSADS. The SYSADS will be responsible to N64 in the function of their collateral duties. Specifically:

- a. Identify user requirements.
- b. Coordinate PC and NT accounts for new users.
- c. Submit trouble tickets via FOOTPRINTS for hardware and software issues requiring outside assistance.
- d. Assist N64 with loading software on PCs.
- e. Support and provide training to users on legacy applications (i.e. Adobe, Outlook).
- f. Maintain spreadsheet of hardware and software utilized within department.
- g. Submit software development requests via department directors.

CHAPTER SIX
INFORMATION TECHNOLOGY/COMMUNICATIONS

SECTION THREE
SOFTWARE POLICY

6301. GENERAL. To establish procedures and guidelines which outline the COMNAVCRUITCOM policy for software development and support and to ensure efficient and effective employment of AIS assets. The software used throughout COMNAVCRUITCOM must be both sustainable and interoperable to the greatest degree possible. N62 has been tasked with the responsibility for functional analysis and data systems development for all COMNAVCRUITCOM shared data applications. With multiple remote locations tasked with the same mission, it is apparent that applications development needs to be performed at a central location, incorporating the needs of all the remote sites, and deployed in a distributed environment. Centralized systems allow for standardized security procedures, systematic data backup, and effective systems maintenance. Specific guidelines for centrally hosted software development and application hosting are provided in detail in this manual chapter 6301, Software Development Policy.

6302. COMMERCIAL SOFTWARE. Purchase and use of standard commercial software packages is the best and easiest means to establish a stable, compatible software environment. To maintain interoperability, N6 will publish a list of standard software packages/versions approved for use within COMNAVCRUITCOM activities. Requests to purchase commercial software not on the approved list will be considered by N6 on a case-by-case basis. Justification to purchase and use non-standard software must clearly identify the specific need or purpose that cannot be satisfied by already approved software. Due to resource constraints, limited technical and training support will be extended only to those software programs on the list of standardized software.

CHAPTER SIX
INFORMATION TECHNOLOGY/COMMUNICATIONS

SECTION FOUR
AIS PROCUREMENT

6401. DEFINITION OF AIS. The following definitions relate to AIS procurement within COMNAVCRUITCOM:

a. AIS Equipment. Any equipment or interconnected system/subsystem of equipment that is used in the automatic acquisition, storage, manipulation, management, movement, control or display of data or information. This includes, but is not limited to, mini and microcomputers, disk and tape drives, printers, storage devices cable connected to computers, optical storage and/or retrieval equipment and office automation equipment designed for use in conjunction with or controlled by a computer.

b. Commercial Software. Software available from concerns claiming ownership or marketing rights.

c. AIS Services. Services that provide for computation and/or manipulation of data.

d. AIS Support Services. Adjunct and essential services not involving computation or manipulation.

e. Maintenance. Examination, testing, repairs, replacement of parts and "field" modifications.

f. AIS Supplies. Consumable items designed specifically for use with AIS such as computer tapes, ribbons, ink cartridge and floppy diskettes.

g. Communications. Land and cellular telephone charges.

6402. APPROVAL AUTHORITY. Continuing budget restrictions and reductions require close scrutiny of AIS budgeting and procurement. COMNAVCRUITCOM HQ and subordinate commands must base procurement on mission-based requirements in a plan that addresses both fiscal considerations and projected requirements under an overall organization specific information systems strategy. Standardization is required and essential since equipment purchased to meet a local command's current requirements may be used in the future as a building block in a regional or national consolidated AIS system. Proper life cycle documentation is critical to developing an organizational AIS environment with specific requirements and projected costs.

a. COMNAVCRUITCOM has been delegated life cycle management approval authority for information systems actions under \$100K. To effectively execute that authority, N6 has established management procedures that address AIS planning, budgeting and acquisition. AIS expenditures by field and headquarters activities will be approved only within the context of these management control measures.

b. All commands will prepare an annual command budget for all IT minor procurement requirements. Activities should be prepared to provide current fiscal year AIS expenditures, a five-year projection of anticipated AIS expenditures, and narrative justification for AIS spending. N6 will budget for all major hardware replacement for field activities.

c. All activities must receive written approval from N6 prior to any purchase of AIS hardware, software, services and supplies. Requests to purchase must be submitted via the chain of command and should specify the item(s) required and the program it supports. Purchase approval is not required for low cost (under \$100.00) accessory items and consumable supplies such as cables, switch boxes, floppy disks, printer ribbons, etc. COMNAVCRUITCOMINST 4400.1, Logistics Support Manual (LSM), provides specific guidance on procurement procedures.

d. For bulk hardware/software purchases, made by N6, all COMNAVCRUITCOM activities will receive a written notification on COMNAVCRUITCOM command letterhead, signed by N6, of the specific items, quantities and cost information of specific items that are being procured for their activity. In addition, the notification will identify funds (if any) that are being transferred to their budget from N6 for miscellaneous AIS purchases. For other miscellaneous procurement requests required the COMNAVCRUITCOM activity will receive an e-mail from N63 authorizing the specific item to be purchased.

6403. AIS CEILING. AIS ceiling is a mechanism by which AIS expenditures are controlled throughout the DoD. All procurements of AIS equipment, software, services, maintenance and supplies are subject to AIS ceiling control. AIS ceiling is transferred on the NAVCOMPT 2168/1, Resource Authorization and Operating Targets (OPTARS), and is a fixed amount that may not be exceeded without prior approval from COMNAVCRUITCOM. AIS ceiling is not automatically increased when N6 grants approval for AIS purchases. Similarly, an increase in AIS ceiling does not constitute approval to purchase AIS. Requests, with justification, for additional AIS ceiling should be directed to N8. If an OPTAR does not contain an AIS ceiling, then an AIS ceiling is not in effect for that given OPTAR.

6404. HARDWARE/SOFTWARE PURCHASE POLICY

a. Procurement of AIS hardware and software will be made in accordance with procurement policy outlined in COMNAVCRUITCOMINST 7132.2, Financial Management Manual and COMNAVCRUITCOMINST 4400.1. A letter of approval or an email from N63 will be provided to all COMNAVCRUITCOM activities for all procurement requests and must be maintained in the procurement file. Compliance will be verified and monitored by the 00IG. Umbrella contracts approved for purchase to DoD activities, and AIS GSA schedules are generally available for low cost equipment, peripherals and software purchases. Contact N6 for current information regarding these contracts.

b. Plan Adjustment. Mid-year review will afford commands the opportunity to rephrase plans based on emergent requirements and funding availability as well as submit unfunded issues for consideration. Commands rephrasing their plans will submit updated IMPs to the NAVCRUITREG Commanders (Budget Officers) for consideration and consolidation during this review that will occur in conjunction with the N8 mid-year budget review. End of year changes will not be accepted. Since the IMP allows for continuous updating throughout the year, last minute or end of year changes will not be accepted once IMP information has been consolidated by N63 in preparation for a bulk IMP buy. It is the SYSAD's responsibility to ensure the IMP is kept current at all times.

6405. MAINTENANCE AND REPAIR OF MICROCOMPUTERS. Maintenance and repair of all N6 approved microcomputers identified in the COMNAVCRUITCOM Database Inventory System and not otherwise covered under manufacturer's warranty will be provided for by N63. Microcomputer maintenance costs for repair of equipment not specifically authorized for purchase will not be reimbursed. Additionally, maintenance funds will not be made available for any individually owned equipment used for government work. The following procedures will be used for acquiring microcomputer maintenance:

a. Authorization. The SYSAD will contact N63 via e-mail. Provide the nomenclature of the equipment/component needing repair, inventory record number, serial number, equipment to which the component is attached, whether the component is under warranty, procurement date and cost, repair history (if any), and a brief description of the malfunction.

b. Repair. N63 personnel will assist in determining the type of repair required or whether it is cost effective to have the equipment repaired and whether the repair will be handled by warranty, local maintenance contractor, or by the N63 staff members.

(1) Local. If local maintenance is warranted, N63 will provide an authorization number to the SYSAD for local repair based on a SYSAD provided estimate. N63 will provide N8 a monthly report identifying all AIS authorizations. N8 will transfer repair funds from N6 to the COMNAVCRUITCOM subordinate command's budget for the cost of repairs authorized by N63. The SYSAD will inform the COMNAVCRUITCOM subordinate command's Budget Analyst (BA) of any repair authorizations approved by N63 for a given month so that the BA can track and account for funds received from N8 for repair authorizations.

(2) Warranty. If equipment is currently covered under manufacturer's warranty, the SYSAD will contact N63 to report the problem and N63 will provide guidance and procedures for the SYSAD to contact vendor for service/replacement.

(3) Replacement. Defective equipment not under manufacturer warranty or authorized for local repair will be disposed of at the discretion of N63. Replacement items will be shipped from existing COMNAVCRUITCOM warehouse, if available. Disposition of defective equipment will be directed by N63 as follows: (1) return to COMNAVCRUITCOM for repair or, (2) dispose of locally via Defense Reutilization Marketing Office (DRMO) procedures. NAVCRUITREG and NAVCRUITDIST SYSADs will ensure accurate accountability of replacement equipment in local inventory.

c. Disposition of Defective Equipment. Outdated equipment that is not functionally operative or outdated (e.g., 1200B external modem) will be disposed of through local DRMO procedures with the NAVCRUITREG/NAVCRUITDIST maintaining the appropriate expenditure documents as outlined in COMNAVCRUITCOMINST 4400.1.

Tab A

IMP/Addendum Web Site

In order to access the site, you must open up a user account. This is accomplished by submitting an appointment letter for the NAVCRUITREG, NAVCRUITDIST or Headquarters Department SYSAD. The following is a sample letter:

From: Commanding Officer, Navy Recruiting District _____-
To: Individual by name

Subj: ASSIGNMENT OF SYSTEM ADMINISTRATOR FOR NAVCRUITDIST

Ref: (a) _____

1. In accordance with reference (a), you are hereby designated as System Administrator (SYSAD).

PRIMARY: (System Administrator's first and last name)
(Rate/Rank)
(NAVCRUITDIST)
(E-Mail address)
(Telephone and fax numbers)
(Mailing address)

2. This designation will remain in effect until rescinded in writing or upon your transfer from the command.

(Signature)

Copy to:
COMNAVCRUITCOM (N6)

Note: The letter should be faxed to N62, 901-874-9344, Attention: Password Coordinator. Once it is faxed, call the Help Desk, 901-874-9355, DSN 882-9355 to open a trouble ticket. The IMP Password Coordinator will contact you via e-mail to give you a generic password for accessing the IMP web site. It is strongly recommended to set up your own password by clicking "Reset Password" link in the site.

It is recommended that you read the "FAQ", Frequently Asked Questions page on the web site to better understand what information needs to go into the database.

Tab A (Contd')

Special notes:

1. All IMPs have to be submitted on or before the deadline. Addendums have to be submitted prior to the start of the next fiscal year.
2. Priority codes must be unique for each fiscal year.
3. You can check on the status of your IMP (or Addendum) by clicking on the "IMP Status" link. If this line item has been approved, you will see entries under the Approved Quantity/Approved Unit Price columns.
4. To update a line item, click on "IMP Status", select the fiscal year and whether it is an addendum or not. If you click on the Order ID, you will see the line item details on the screen and you will be able to update or delete it, as long as the deadline has not passed.

If you have further questions, click on the "Contact Us" link and e-mail your concerns. You can also contact the COMNAVCRUITCOM Help Desk to place a trouble ticket if you have difficulty with the program.

CHAPTER SIX INFORMATION TECHNOLOGY/COMMUNICATIONS

SECTION FIVE INFORMATION ASSURANCE SECURITY

6501. GENERAL. In recent years the COMNAVCRUITCOM computer environment has undergone dramatic changes from one of centralized mainframe processing facilities to decentralized microcomputer processing. The microcomputer has become the mainstay of the modern day office environment, and along with the wide acceptance of the microcomputer comes a wide variety of security issues. These issues will be addressed continuously throughout the life cycle of the COMNAVCRUITCOM computer environments. The confidentiality, integrity, availability, and accountability of the data and information within these systems are priority in the COMNAVCRUITCOM mission critical applications and data being provided.

6502. POLICY. DoD Directives, DoN Instructions concerning Information Assurance, and COMNAVCRUITCOMINST 5239.1, state policy, direct requirements and provide guidance for the security of AIS equipment and data. All COMNAVCRUITCOM activities will comply with this instruction, and the additional direction and guidance contained herein. Questions should be addressed to the COMNAVCRUITCOM ISSM assigned within N6.

a. Discussion. The computer environment has undergone a dramatic change from centralized mainframe processing to decentralized microcomputer processing. Because of the transition, the security problem has also changed dramatically. Formerly, the countermeasures to protect the mainframe hardware, software and data were done with ease. Now hundreds of microcomputers with a variety of configurations, locations and users must be secured. COMNAVCRUITCOMINST 5239.1 contains policies which, when properly implemented, will prevent AIS security violation and protect government property and information.

b. Official use of AIS Equipment. prohibits the use of government property for non-official business. Therefore, the use of AIS equipment for any personal matters (e.g. Christmas card lists, AIS services for private organizations, private business purposes, games etc.) is prohibited. However, the use of government AIS equipment for professional development or educational courses and training is permitted if it does not conflict with government use and is approved by the supervisor.

c. Contracting. Navy Recruiting Command personnel responsible for contracting functions will ensure that the contracts for AIS support comply with this manual.

6503. OPERATIONAL REQUIREMENTS. All Navy Recruiting Command AIS systems will be operated in accordance with COMNAVCRUITCOMINST 5239.1. Off-site use of government owned hardware or software may be authorized only if deemed essential for mission accomplishment. Personnel who require off-site use of government hardware/software must obtain command approval through internal chain of command.

6504. SYSTEM ACCREDITATION

a. All computer equipment must be accredited by the appropriate Designated Approving Authority (DAA) prior to operation. The DAA for COMNAVCRUITCOM is the Deputy Commander. Accreditation occurs when the DAA formally declares that an appropriate security program has been implemented for an activity's systems or networks consistent with their level of data. Both LAN microcomputers and stand-alone microcomputers will be accredited meeting the following requirements:

(1) Automated Information Systems. All computer systems connected to an accredited LAN and stand-alone computers will follow formal accreditation procedures as outlined in OPNAVINST 5239.1. Computer systems will adhere to the following requirements:

(a) Surge suppresser is installed;

(b) Physical security hardware is installed if the system is not in a locked room or in a locking cabinet;

(c) Access security software is installed and monitor is labeled with "Privacy Act" and " For Official Use Only" labels; and

(d) Software and data are backed up and stored out of the immediate area.

(2) Contingency plans are developed for mission or mobilization critical systems.

(3) Applicable Tabs of DoDINST 5200.40 of 30 Dec 97 are completed and signed.

b. Accreditation Review. Commands will review the accreditation status of computer assets every three years.

c. Notification. Users must notify the ISSM/ISSO when significant changes to equipment configuration occur, or AIS components are relocated. Re-accreditation may be required if the function or environment changes (i.e., software, users).

CHAPTER SIX
INFORMATION TECHNOLOGY/COMMUNICATIONS

SECTION SIX
NOTEBOOK COMPUTER POLICY

6601. GENERAL. Normally, notebook computers cost significantly more than a comparable desktop model. Because of their construction, mobility and diverse environmental exposures, notebook computers must be given special care and consideration. The funds invested in a notebook computer can best be protected by adhering to specific guidelines for the care, handling and security of the system.

6602. SPECIAL CONSIDERATIONS

a. Temperature. Notebook computers are equipped with liquid crystal displays that are sensitive to temperature extremes. Consequently, notebooks may not be exposed to extreme conditions where temperatures are at or below freezing and then operated immediately. In order to prevent damage, a notebook that has been exposed to extreme cold conditions, must warm up to room temperature before operating. Failure to permit the notebook to warm up to room temperature may cause condensation accumulation that can result in permanent damage to the system. The normal operating temperature range for notebooks is between 40 and 100 degrees Fahrenheit. Additionally, no system should be stored or kept in temperature extremes less than -4 or greater than +140 degrees Fahrenheit. Trunks of cars constitute a dangerous environment any time the outside temperature is below 10 degrees or greater than 75 degrees Fahrenheit.

b. Physical Security. Notebook computers are both expensive and highly pilferable. Extra caution must be taken to ensure that these machines are secure at all times. Systems must not be left in clear view in an unattended vehicle, or anywhere that could result in theft or damage. Each individual assigned a notebook computer must be aware of these possibilities and take extra measures to ensure the safety of the notebook computer.

c. Personal Security. Extreme caution must be taken in some areas of the country for the protection of the individual as well as the notebook computer. Personnel with custody of notebook computers should not endanger themselves by carrying the computer when doing so would make them more prone to attack or robbery. Discretion and caution are especially important at night and in high crime areas.

If the notebook must be transported during times of increased vulnerability, carrying the computer in a briefcase or gym bag

instead of the computer carrying case may reduce the risk of an incident.

6603. ACCOUNTABILITY. Each individual assigned a notebook computer will sign a NAVCRUIT 5230/6, Custody Card acknowledging responsibility. The Property Administrator will maintain the original NAVCRUIT 5230/6 form. The individual whose name appears on the custody listing will be held accountable for the computer's care and safety. In the event of loss, theft or damage as a result of possible negligence, appropriate authorities will be notified and an investigation conducted. In all cases of lost, stolen or questionable damage, a NAVCRUIT 5239/1 will be completed and forwarded to COMNAVCRUITCOM in accordance with COMNAVCRUITCOMINST 5239.1. Report Control Symbol 5239-2 has been assigned and remains in effect until January 2005. Navy authorities will handle any disciplinary action resulting from custodian negligence. Additionally, a copy of the DD Form 200, AIS Security Incident Report and Financial Liability Investigation of Property Loss, will be forwarded to N63 for replacements.

CHAPTER SEVEN
FINANCIAL MANAGEMENT

SECTION ONE
BUDGET

7101. GENERAL. COMNAVCRUITCOM Comptroller, (N8) manages the budgetary process for the Navy Recruiting Command.

a. Managers are permitted wide flexibility in determining optimal distribution and obligation of funds in order to fulfill their command mission.

b. Effective financial management depends on periodic comparison and analysis of actual obligations against execution plans and a review of current requirements in order to reprogram resources to the most productive efforts and initiatives.

7102. FINANCIAL MANAGEMENT MANUAL. Guidance and reference material on the subject of financial management, standard financial reporting policy and procedures for accounting and budgeting activities within the Navy Recruiting Command are contained in COMNAVCRUITCOMINST 7132.2, Financial Management Manual.

CHAPTER SEVEN
FINANCIAL MANAGEMENT

SECTION TWO
LOGISTICS SUPPORT

[7201](#). GENERAL. COMNAVCRUITCOM Logistics, (N4) manages the Logistics Support program for the Navy Recruiting Command.

[7202](#). LOGISTICS SUPPORT MANUAL. Guidance for logistics support management procedures throughout Navy Recruiting Command are contained in COMNAVCRUITCOMINST 4400.1, LOGISTICS SUPPORT MANUAL.

a. This manual governs the actions and conduct of all personnel utilizing government personnel, property and time in support of the Commander, Navy Recruiting Command mission.

b. This manual is a regulatory general order and applies to all personnel within the Navy Recruiting Command without further implementation. Violations are punishable under the Uniform Code of Military Justice for military personnel and are the basis for appropriate disciplinary action with respect to civilian employees.

CHAPTER EIGHT
MILITARY DUTY

SECTION ONE
WATCH ORGANIZATION

8101. GENERAL. The watch organization for Navy Recruiting Command Headquarters is under the direct authority of the Chief of Staff. The watch organization is the direct representative of the Commander, Navy Recruiting Command after hours and during non-working weekends.

8102. HEADQUARTERS WATCH ORGANIZATION. The watch organization will consist of the following:

- a. Senior Watch Officer
- b. Command Duty Officer
- c. Enlisted Watchbill Coordinator
- d. Duty Section Leaders
- e. Duty Yeoman
- f. Duty Driver
- g. Duty Information Technician

Specific responsibilities and policy guidelines are outlined in COMNAVCRUITCOMINST 1601.1 (HDQ).

CHAPTER EIGHT MILITARY DUTY

SECTION TWO DISASTER PREPAREDNESS

8201. GENERAL. For the Naval Support Activity (NAVSUPPACT) Mid-South and tenant commands, NAVSUPPACTMFSINST 3440.2, DISASTER PREPAREDNESS PLAN FOR NAS MID-SOUTH, provides disaster preparedness guidance and deals extensively with NAVSUPPACT Mid-South assigned Area of Responsibility. The Commanding Officer, NAVSUPPACT Mid-South has been designated as the Navy Mid-South Complex Planning Agent for disaster preparedness coordination of Navy activities in the Mid-South region.

8202. DISASTER PREPAREDNESS PLAN. Commander, Navy Recruiting Command is responsible for developing and implementing a Disaster Preparedness Plan that supports the Local Planning Agent's Operational Plan. COMNAVCRUITCOMINST 3440.1 (HDQ) implements the Disaster Preparedness Plan to be followed during emergency situations.

CHAPTER EIGHT MILITARY DUTY

SECTION THREE INCLEMENT WEATHER

8301. GENERAL. The primary objective of Navy emergency management is to protect and restore Navy mission capabilities. Disaster preparedness planning is directed toward the implementation of actions needed to promote the survival of personnel, preservation of resources, and restoration of mission essential operations following any type of disaster.

8302. HEAVY SNOWFALL/SEVERE ICE CONDITIONS. NAVSUPPACTMIDSOUTHINST 3440.2, Section I, provides guidance to be followed in case of a severe winter storm of snow and/or ice.

8303. EARTHQUAKE. NAVSUPPACT Mid-South is located in the New Madrid Earthquake Zone. The effects of an earthquake and after shocks could include casualties and loss or damage to facilities resulting in loss of mission capabilities. NAVSUPPACTMIDSOUTHINST 3440.2, Section II provides guidance to permit timely response to an earthquake that does damage to facilities and equipment.

8304. WINDSTORM/TORNADO/DESTRUCTIVE WEATHER. NAVSUPPACT Mid-South is located in a tornado zone. Major damage should be expected from a tornado, windstorm or severe thunderstorm. Significant damage to facilities and injuries to personnel could be severe enough to adversely affect mission capabilities. NAVSUPPACTMIDSOUTHINST 3440.2, Section III provides guidance to be followed in response to destructive weather.

**CHAPTER EIGHT
MILITARY DUTY**

**SECTION FOUR
SECURITY ALERTS**

8401. GENERAL. To ensure the safety and security of all Navy Recruiting personnel, Navy Recruiting activity Commanding Officers shall follow the guidelines of OPNAVINST 3300.55 and the Anti-Terrorism/Force Protection for Naval Operations Commander's Guide. When increased Force Protection Condition (FPCON) has been set, Navy Recruiting activities shall follow the guidelines outlined in COMNAVCRUITCOMINST 3300.1.

CHAPTER EIGHT
MILITARY DUTY

SECTION FIVE
NAVRESCUITCOM, NAVCRUITREG, NAVRESCUITAREA, CARIT
AND NAVCRUITDIST STATUS REPORT (RADDR)

8501. GENERAL. Procedures for Navy Recruiting Command activities to report personnel and facilities status, mission capabilities and posture in the event of changes in Force Protection Condition (FPCON) levels, are contained in COMNAVCRUITCOMINST 5530.3.

CHAPTER EIGHT
MILITARY DUTY

SECTION SIX
BOMB THREATS

8601. GENERAL. Bomb threats must always be treated as a real threat until proven otherwise. When a bomb threat is received, immediately contact NAVSUPPACT Mid-South Security Dispatch by telephone. Notify the COMNAVCRUITCOM CDO who will in turn notify the Chief of Staff.

8602. BOMB THREAT. A bomb threat may be received by any of the following methods:

a. Telephone message. In case a warning or threatening call is received, personnel normally responsible for answering the telephone should do the following utilizing Tab A:

(1) When the caller has communicated a threat, stay calm, do not panic. Make a note as to the date and time of day the call was received.

(2) Keep the caller talking; the more said, the more we can learn.

(3) As close as possible, record every word the caller says.

(4) If the caller does not indicate the location of the bomb or the time of detonation, ask the caller what time it will go off and where it's located. If the caller has answered any of the above questions and is still on the line, ask for their name and try to ascertain where they are calling from.

(5) It may be advisable to inform the caller that the building is occupied and the detonation of the bomb could result in the death or serious injury of many innocent people.

(6) Listen closely to the voice of the caller and note the following:

(a) Sex of the caller.

(b) Age of the caller.

(c) Accent (is the voice native to the area.)

(d) Speech impediments or peculiar voice characteristics.

(e) Attitude of caller, calm? or excited!

(7) Pay particular attention to any strange or peculiar background noises, such as street noises, motor running, music, television or radio programs, dishes rattling, babies crying, and other noise that might give even a remote clue to the origin of the call.

(8) Keep the individual on the phone as long as possible and attempt to obtain answers to the questions on the Bomb Threat Call Checklist contained in Tab A.

(9) Report the call to the CDO or the Security Manager along with the checklist that you've completed.

b. Suspicious package through the mail.

c. Written message through the mail.

d. If a bomb threat is received, the following steps are necessary for notification of the crisis situation.

(1) After NAVSUPPACT Mid-South Security is notified, they will activate their procedures as outlined in NAVSUPPACTMIDSOUTHINST 5530.1.

(2) COMNAVCRUITCOM CDO will coordinate with NAVSUPPACT Mid-South Security the threat evaluation, course of action, evacuation, search procedures, action required if a suspected bomb is found, safety, reentry after the evacuation and the after action report.

e. OPNAVINST 5530.14 contains more information concerning the proper handling of bomb threats.

Tab A

Bomb Threat Call Checklist

Keep the individual on the telephone as long a possible and try to get the answers to the following questions:

1. When is the bomb going to explode?
2. Where is it now?
3. What does it look like?
4. What kind of bomb is it?
5. What will cause it to explode?
6. Did you place the bomb?
7. Why?
8. What is your address?
9. What is your name?

Sex of the caller?_____ Age?____ Race?_____ Length of call_____

Did the caller appear familiar with the office or building described as the location of the bomb? _____

Was the caller's voice:

____Calm	____Laughing	____Lisp	____Disguised
____Angry	____Crying	____Raspy	____Accent
____Excited	____Normal	____Deep	____Stutter
____Slow	____Distinct	____Ragged	____Rapid
____Slurred	____Nasal	____Loud	____Soft
____Clearing	____Cracking	____Heavy	____Familiar*
Throat	Voice	Breathing	

*If familiar, who did it sound like?_____

Background sounds:

____Street Noise	____Motor	____Long Distance
____Airport Noise	____Office	____Local
____Voices	____Factory	____Animal Sounds
____House Noise	____P.A. System	____Music
____Other		

Threat Language:

____Well Spoken	____Irrational	____Incoherent
____Foul	____Taped	